



For Immediate Release: March 31, 2010

First Annual London Fitness and Lifestyle Show set to KNOCK YOU OUT!

We're going to help YOU change your life!

Everyone wants to lead a happier, healthier, more active and balanced lifestyle....right? Then the London Fitness and Lifestyle Show can be the beginning of one of the most satisfying and beneficial choices you will make for yourself and that is, living better.

The **Fitness & Lifestyle Show, April 9 -11 at the Western Fair Entertainment Centre** will focus on ways to achieve good health and physical wellness through greater awareness of nutrition, exercise, leisure and personal nurturing.

We're going to invigorate YOU!

- Show goers will also be able to take advantage of workshops, demonstrations and seminars led by industry experts, with many events taking place on the main stage.
- **Maximized Living Seminar with Dr. B.J. Hardick** - \$49. Held Saturday, April 10 in the Carousel Room, 9am-1pm. Includes admission to the Fitness and Lifestyle show.

The Maximized Living Centre in London, Ontario is one of the largest health care clinics of its kind in North America. In Dr. Hardick's seminars and care for patients, he teaches and implements the principles of Maximized Living which he has championed his entire life. Dr. Hardick's mission, through his practice, seminars, and outreach, is to help as many people as possible achieve the optimum levels of physical, mental, spiritual health and happiness which are their birthright.

- **The Brain/Body Connection to Healing and Disease with Dr. BJ Hardick** - Learn how to improve your nervous system to overcome obstacles in your health. (April 9)
 - **The Truth about Toxicity with Dr. BJ Hardick** - Learn how to determine your body's toxic burden and what you can do about it. (April 11)

HEALTHY EATING

- Visit with food companies leading the way in healthy food choices. Samples available from **Nordica Cottage Cheese, Organic Oscars, Steeped Tea, Summer Fresh Salads and XoCai Healthy Dark Chocolate.**
- **Canadian Diabetes Association - "I'm eating what."** Learn about nutrition claims, label reading, portion sizes and much more. Healthy food choices are key in the management and prevention of type 2 diabetes. Let us help you make better food choices.

VITAMINS and SUPPLEMENTS

- **Spartan Nutrition** – Presents Nelson Narsico from Rogers TV's - Precision Fitness Challenge. With 15 years experience in the health and wellness field, Holistic Nutritionist, herbalist and Reiki practitioner Nelson Narciso is a well-respected writer, consultant & educator on Natural Health Products and their use. Nelson is recognized as one of Canada's leading sports nutrition educators.
- **Popeye's** - Fruits, vegetables and detoxification
- **Isagenix** – Body Cleansing with Jeff Boris

We're going to get YOU in tip-top condition!

- **GoodLife Fitness Demonstrations - Body Attack** – high-energy, sports-inspired cardio workout builds your strength, stamina and self-confidence. **Body Flow** – A fusion of yoga, tai chi and pilates. Take an unforgettable journey that leaves you feeling centered and calm while building flexibility and strength.
- **Women's Self Defence** – Demonstrations focusing on individual tactics that you can use from a "street point of view" that will give you peace-of-mind.
- **Pole Dancing and Hula Hoop Demonstration** classes by **Aradia Fitness**
- See the latest in equipment demonstrated by qualified instructors. Industry experts present **Zumba Fitness and Soca-cize**.

- **Downtown Yoga** – will inspire you with yoga and pilates demonstrations.
- Plus check out **FRESH FM's** very own morning show hosts **Darrin Laidman** and **Gord Vickman** while they entertain you 'Live' at the Body and Mind Grind Competition, Saturday at 2:00pm on the main stage.

INTERACTIVE ZONES

- Test your pitching speed and hitting power at the **London Majors Baseball Zone**. Presented by the London Majors Baseball Club
- Visit the **W.A.D.A Zone** (Wise Athletics Development Academy) where you can test your skills in **Power Skating, Slide Board, Core Ball, Agility Ladder and Soccer**.

FITNESS APPAREL and EQUIPMENT

- Shop for the latest in fitness fashion from **Fight Planet, One Hot Tamale Active & Fitness Wear, Siams, & Cycle Chic**. Check out the deals on the latest fitness equipment from **The Fitness Depot, California Spa & Fitness, Freddy Flamans Fitness, and T-Zone Health**.

We're going to knock YOU out!

- **Mixed Martial Arts (MMA)** Demonstrations throughout the show, including grappling and padwork demonstrations, plus autograph sessions with **Sam Stout, Mark Hominick, & Chris Horodecki**.

MMA Zone Schedule

Friday April 9th

- 4:00pm – 8:00pm Meet Sam Stout, Chris Horodecki, and Mark Hominick

- 5:00pm – 6:00pm Padwork Demonstration and Question Period with Chris Horodecki.

Saturday April 10th

- 11:00am – 2:00pm First Bracket, 32 Man Show Grappling Tournament
- 12:00pm – 2:00pm Meet Sam Stout, Chris Horodecki, and Mark Hominick
- 2:00pm – 2:30pm Padwork demonstration and question period by Sam Stout
- 3:00pm – 4:00pm Second Bracket, 32 Man Show Grappling Tournament
- 5:00pm – Finish Quarter Finals and Finals, 32 Man Show Grappling Tournament
- 6:00pm – 8:00pm Meet Sam Stout, Chris Horodecki, and Mark Hominick

Sunday April 11th

- 1:00pm – 5:00pm Meet Sam Stout, Chris Horodecki, and Mark Hominick
- 1:30pm – 2:30pm Padwork demonstration and question period by Mark Hominick

EVENT DETAILS:

Dates and Times

Friday, April 9 Noon - 9:00 pm
 Saturday, April 10 10:00 am - 9:00 pm
 Sunday, April 11 10:00 am - 5:00 pm

Location:

Canada Building, Western Fair Entertainment Centre
 900 King Street, London Ontario

Admission:

\$10.00 Advance

\$12 @ Door

Children 10 & under are FREE, when accompanied by an adult.

Parking: FREE!

For more information:

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