



## **BACKGROUND INFORMATION**

### **Live better: OptiMYz Live Health Expo produced by OptiMYz magazine**

OptiMYz magazine, a national health, fitness and wellness publication that focuses on “real solutions for real people,” promotes healthy living and a balanced lifestyle. It celebrates its fifth anniversary this year.

Each issue explores themes in fitness, health, nutrition, adventure travel, and mind (mental wellbeing). It is designed to be entertaining, informative and inspirational—without glossing over the tough issues that lead us to neglect our health, fitness, and sense of wellbeing.

On January 21 and 22, OptiMYz Live 2012 will bring the magazine pages to life by creating the most informative and inspirational health, fitness and lifestyle show ever held in Atlantic Canada.

Max Brennan and David Holt, the founders of OptiMYz magazine, have a deep background in the magazine industry. Their collective industry knowledge and passion for health and fitness led them to the idea for OptiMYz magazine. Based in Dartmouth, NS, the magazine came to life after a distribution contract was negotiated with Nubody’s Fitness. Members began to receive OptiMYz magazine in the mail as part of their paid membership.

In August 2009, OptiMYz became the official magazine of GoodLife Fitness, Canada’s largest fitness chain. The magazine also appears on newsstands across Canada.

The magazine is published six times a year and has 200,000 readers per issue. It’s delivered to the homes of subscribers via Canada Post and can also be found at over 3,000 newsstands across Canada. This year a special annual issue will appear on newsstands only.

Held at Exhibition Park, the OptiMYz Live Health Expo will feature expert speakers and demonstrations plus over 100 booths featuring the latest in health, fitness and wellness products and services. The January health, fitness and lifestyle show encourages everyone to live their best life ever -- beginning this year.