

## **MEDIA RELEASE**

### **Local magazine kicks off 5-year anniversary celebrations with health expo: Brings health and fitness stars to Halifax**

**FOR IMMEDIATE RELEASE: January 9, 2012, 2012 (Halifax, NS)** OptiMYz magazine, the health, fitness and wellness publication that focuses on “real solutions for real people,” celebrates its 5-year anniversary in 2012 by bringing national and international fitness and health celebrities to Halifax.

On January 21 and 22, OptiMYz Live 2012 will bring the magazine pages to life by creating the biggest and most inspirational health, fitness and lifestyle show in Atlantic Canada. The 2-day expo at Exhibition Park features expert speakers, workshops and demonstrations.

Highlights include super-trainer, weight loss expert and TV star Tommy Europe, MMA legend Royce Gracie, weight loss expert and celebrity trainer Bruce Krahn, food genius Pete Lockett, self-esteem expert and TV celebrity Fred Connors – and many more.

Founded by Max Brennan and David Holt, OptiMYz began as a magazine for members of Nubodys Fitness and went on to become the official magazine of GoodLife Fitness in August 2009.

“The magazine went national and is now on more than 3,600 newsstands,” says OptiMYz publisher Max Brennan. “Our readership has grown from 25,000 to more than 200,000 readers per issue.”

Based in Dartmouth, Nova Scotia, the magazine promotes healthy living and a balanced lifestyle. 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 tend to

make us neglect our health, fitness, and sense of wellbeing.

The Jan./Feb. 2012 issue of OptiMYz features MMA legend Royce Gracie on the cover. Gracie is known as much for his mental toughness and ability to focus as for his awesome fighting skills. The issue also contains loads of workout and nutrition tips, a feature on natural beauty for women, and a comprehensive supplement guide compiled by a “who’s who” of experts in the field of natural health.

The Nov./Dec. 2011 cover featured NHL stars Mike Cammalleri and Tyler Seguin. Like Gracie, they share their personal stories, as well as tips on optimizing your own fitness and health.

In May, OptiMYz brings its OptiMYz Live Health Expo to Toronto in partnership with the GoodLife Toronto Marathon, which is attended by 15,000 runners and their supporters.

At the OptiMyz Live Health Expo, Guests will find over 100 booths featuring the latest in health, fitness and wellness products and services.

**About OptiMYz:** OptiMYz Live is presented by OptiMYz, a national health, fitness, and lifestyle magazine based in Dartmouth, NS.

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