



## FOR IMMEDIATE RELEASE

December 21, 2015

### **Toronto Maple Leafs President, Brendan Shanahan, joins all-star Champions roster for Canadian Men's Health Foundation** ***Shanahan hopes to motivate men to make small lifestyle changes for themselves and their families***

TORONTO, ON— Brendan Shanahan, the Toronto Maple Leafs President and Alternate Governor, Hockey Hall of Fame Inductee (2013), and father of three, is taking a stand for men's health as a new Champion for the Canadian Men's Health Foundation (CMHF). Brendan Shanahan joins seven other CMHF Champions including Trevor Linden, Simon Whitfield, Adam Kreek, Shea Emry, Alain Vigneault, Jim Hughson and Ned Bell.

Canadian Men's Health Foundation ([menshealthfoundation.ca](http://menshealthfoundation.ca)) is a national, non-profit organization founded by Order of Canada recipient Dr. Larry Goldenberg. The mission of CMHF is to inspire Canadian men to lead healthier lives through a variety of programs including *DontChangeMuch.ca*, where guys go to get healthy and *YouCheck.ca*, a health awareness tool built specifically for men.

As a CMHF Champion, Shanahan hopes to inspire men to make small changes and live healthier lives.

"It's important to me to provide an example for my kids and to be the best I can be," says Shanahan, who during the busy NHL season, takes his running shoes with him wherever he goes so he can squeeze in a run. "Exercise helps me both mentally and physically."

To stay active, Shanahan says he spends a lot of time in the ocean in the summer. "My kids are very active. They are all involved in various sports. Most of the time they are ganging up on me or I'm chasing them—on land and sea."

Shanahan admits it isn't always easy to stay in top form: "I would like to get more sleep: It's something I'm consciously working on."

Being on the road is also a challenge says Shanahan. "When you travel as much as I do you have to eat out a lot and can't always control what goes into your food. I try to make healthy choices and sometimes will ask the chef or server to prepare things a little differently, for example, use less salt."

"The Canadian Men's Health Foundation is thrilled that Brendan Shanahan is adding his name and stellar reputation to our roster of Champions in promoting our "Don't Change Much" campaign to sports fans in Ontario and across Canada" said CMHF founding President, Wayne Hartrick.

“Research has shown that when faced with a bombardment of confusing health information, many men will follow the lead of their favourite sports celebrities. Mr. Shanahan will join our mission to promote health by motivating men to make small lifestyle changes because even small improvements have long term benefits and lead to healthier behaviours,” adds Hartrick.

With good information and easy tips, every guy can make small changes to make him feel healthier, and will benefit his family and community. CMHF envisions a nation where Canadian society values the final piece of the family health puzzle – men actively caring for their health.

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**About [Canadian Men’s Health Foundation](#)**

Canadian Men’s Health Foundation (CMHF) is a national, non-profit organization founded by Order of Canada recipient Dr. Larry Goldenberg. The mission of CMHF is to inspire Canadian men to lead healthier lives.

CMHF launched a national campaign to build awareness of men’s health issues, change attitudes and then change behaviours to improve men’s overall health. The campaign, ‘Don’t Change Much’, is built around the concept that small steps become habit, and habit becomes a healthier lifestyle.

Funding for CMHF has been provided by private donors, grants from the British Columbia Provincial Government and Sun Life Financial. CMHF was publicly launched on June 3rd of 2014.

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