



Hockey Hall of Famer Luc Robitaille joins All Star Champion Roster to Rally for Canadian Men's Health Foundation

Vancouver, BC (August 24, 2016) Luc Robitaille, Hockey Hall of Famer and former Los Angeles King great, is joining the Canadian Men's Health Foundation (CHMF) as a national Champion to motivate men to make small life style changes for long term health benefits.

Luc Robitaille joins nine other CMHF Champions including Brendan Shanahan, Cassie Campbell-Pascall, Trevor Linden, Simon Whitfield, Adam Kreek, Shea Emry, Alain Vigneault, Jim Hughson and Ned Bell.

The CMHF is a national, not for profit organization established in 2014 by its visionary Dr. Larry Goldenberg and founding President Wayne Hartrick. 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.

Entering his ninth year as the President of Business Operations for the LA Kings, Robitaille is lending his voice to inspire guys to lead a healthy and active lifestyle.

"You are what you eat," said Luc Robitaille. "Try and focus on healthy food without preservatives and eat 4-6 portion controlled balanced meals every 3-4 hours throughout the day."

"Luc Robitaille is one of hockey's most recognizable names and we are thrilled that he is joining our roster of Champions in promoting our "Don't Change Much" campaign to sports fans in Quebec and across Canada" said CMHF founding President, Wayne Hartrick.

"We want to tell guys that a habit is an idea well practiced, and it takes regular practice to eat well, sleep well and exercise", said Dr. Larry Goldenberg, founder of CMHF. It's a big deal that Luc Robitaille can help us get the word out that guys shouldn't put their own health on the backburner.

The statistics around men's health in Canada are alarming; men are 40% more likely to die from cancer, 70% more likely to die from heart disease and live an average of nine years of their lives in extremely poor health. 70% of men's health problems can be prevented by adopting healthy lifestyles.

ABOUT CANADIAN MEN'S HEALTH FOUNDATION

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MEDIA REQUESTS

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RESOURCES

<http://menshealthfoundation.ca/>

<http://dontchangemuch.ca/> - Where guys go to get healthy

<https://youcheck.ca/> - An online health awareness tool specifically for men