

FOR IMMEDIATE RELEASE

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**Canada's Most Recognized Fitness Coach, Tommy Europe, Joins National Movement
Raising Awareness on Men's Health**

Canadian Men's Health Foundation Inspires Men and their Families to Live Healthier Lives

VANCOUVER, BC — One of Canada's most beloved trainers, and former CFL/NFL defensive back, Tommy Europe, today announced he has joined the Canadian Men's Health Foundation's roster of "Champions," to help inspire men across the country to be healthier.

The father of two joins 10 other CHMF Champion spokespeople, including Brendan Shanahan, Trevor Linden, Simon Whitfield, Adam Kreek, Shea Emry, Ned Bell, Jim Hughson, Cassie Campbell-Pascall, Alain Vigneault and Luc Robitaille.

"When you think about the fact that 65% of Canadian men are either overweight or obese, you realize we have a problem in this country," says Europe. "I think part of the issue is that men are overwhelmed by the idea of getting healthy. My hope is that, through the Canadian Men's Health Foundation, I can help men understand that it doesn't take much to be healthier."

The Canadian Men's Health Foundation (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, a national campaign and social movement motivating men to lead healthier lives, and YouCheck.ca, a health awareness tool built specifically for men.

Europe's announcement comes during Canadian Men's Health Week, a nationally recognized week dedicated to improving the health of men across the country. It also comes two days after CMHF released a ground-breaking study that concluded that 72% of Canadian men live unhealthy lifestyles.

"The Canadian Men's Health Foundation's motto is 'Don't Change Much.' The organization believes, as I do, that small things like getting proper sleep, drinking more water or having a few more vegetables or fruit can really make a big difference. You don't necessarily need to be at the gym every day to improve your health," says Europe.

"We are thrilled to have Tommy join our team," says CMHF founding president, Wayne Hartrick. "In all Tommy does, he is a big believer in helping regular people understand how to become healthier and motivating them to make changes in their lives. That fits in perfectly with our mission."

Europe is best-known as the host of the reality television shows "The Last 10 Pounds Bootcamp" and "Bulging Brides." Prior to that, he played professional football for 11 years, and was a two-time all-star in the Canadian Football League. He was a defensive-back for the Montreal Alouettes, Winnipeg Blue Bombers and BC Lions, where he won the Grey Cup in 1994. In 1997 Tommy also earned a tryout in the NFL for the New Orleans Saints, and is an honored member of the BC Sports Hall of Fame, BC Lions Wall of Fame, and BC Football Hall of Fame.

He has put his passion for health and fitness into his brand Tommy Europe Fitness, providing personal training, nutritional services, corporate wellness programs and group fitness sessions across the country.

"I urge Canadians to go to the dontchangemuch.ca website and join me in living healthier," says Europe.

ABOUT CANADIAN MEN'S HEALTH FOUNDATION

Canadian Men's Health Foundation (CMHF) is a national, not for profit organization with a mission to inspire Canadian men and their families to live healthier lives. The statistics around men's health in Canada are alarming; 70% of men's health problems can be prevented by adopting healthy lifestyles. Learn more at MensHealthFoundation.ca, YouCheck.ca and DontChangeMuch.ca.

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