



# Canadian Teens Making the Right Choices

GoodLife Fitness centers join TFC  
in an international effort to turn up  
the heat—body heat that is!

**S**omething really cool is happening north of the border this summer. GoodLife Fitness is turning up the heat on the global teen obesity epidemic!

More than 275 GoodLife Fitness health clubs in Canada have joined our roster of clubs helping teens become exposed to exercise early in life. Besides a border, there is little that separates Canadians from all of the same problems contributing to teen obesity in the U.S. and worldwide.

“Today, the terrifying reality is that 26% of Canada’s children and youth are overweight or obese” says GoodLife Founder & CEO David Patchell-Evans, known to most as ‘Patch’.

“Every individual, organization, government and community agency needs to feel a deep sense of responsibility about the future health of our children and youth—their best chance is to lead active lives. Only then will our teens reach their own greatest potential without being hindered by the significant health and self-esteem challenges that come with being overweight,” says Patch, who wields a lion’s share of influence as the current chair of IHRSA, the largest health and fitness organization in the world.

## Support at the Grass Roots Level

“We struggle with the same type of busy, fast-

paced lifestyle as in the U.S. and are often running our children here and there, and under the same pressure to grab quick, convenient food at the fast food drive-throughs,” explains Mrs. S. Standish, PHE/Athletic Department Head at St. Mary’s High School in Woodstock, Ontario.

Our schools offer healthy snack foods and diet drinks, juice and water . . . and our cafeteria has a handout that breaks down the calories and nutrients. Still, Canada is faced with the same dilemma as the U.S.: How to get our teens engaged in exercise?

Standish sees great promise in the TFC program. “Money is a huge obstacle to our teens in joining health clubs.” TFC’s free and reduced price summer memberships are designed to help develop a lifelong fitness habit. “Hopefully,” says Standish, “after leaving school they will feel the need to keep a membership as part of their daily fitness regimen.”

## Teenagers Love the Concept

“I’ve been playing hockey in St. Thomas, Ontario for a very long time which keeps me active and fit. When GoodLife Fitness opens up their ‘matinee’ memberships I’ll be first in line,” says Adam Arts, a 15-year-old high school student. While school programs may be limited in the amount of free weights

BY Krista Maling AND Laura Dayton • PHOTOGRAPHY BY Jim Hockings • MODELS COURTESY OF GoodLife Fitness



and strength training equipment, GoodLife's cardio, fitness classes and strength training equipment are like a world-class training facility for teens like Arts.

"Keeping active and healthy is a must, especially during this period of my life" says Arts, sounding older than his years. "The value of being able to wake up in the morning and say, 'I feel great about myself!' is amazing. With the membership, other teens and I can get a chance to build and maintain a healthy lifestyle and we're bound to meet other teens just like us who can turn out to be lifelong friends."

### Good Sound Advice

When asked what advice Arts would have for other teens he didn't hesitate with a very simple one-step solution.

"Every time someone asks you if you want to go with them to do any type of recreational activity, say 'yes.' The more positive you are and the more open you are to new ideas, the easier it will be to stay active and healthy."

Shayla Burrows, 14, feels the same. "Sports are fun; I really love the participation. I like meeting new people, being involved in a group, and working on a team."

"People might think working out is all about work, but if you try it you might find something you really enjoy. Don't compare yourself to others. Sure, others who have been doing it for a while are going to be better, but you'll catch up. They all started at ground zero. You can get better too, if you keep working at it."

Fraser Godbout, 17, has been a member of GoodLife Fitness for nearly a year. "I've been playing sports since I learned to walk." He is active in soccer, football and volleyball as well as intramural sports teams. He has played competitive soccer since he was 9 years old, and has traveled internationally with his soccer team including a recent trip to London, England.

He loves the idea of free summer memberships, and has just one bit of advice gleaned from his own experience. "Find a routine that you enjoy!"

That indeed, is the secret to any activity that you will do consistently: you must enjoy it. With the variety of programs, classes, equipment, and technology driven challenges, there is truly something for every body, at every age, with every type of exercise attitude.

### Exercise Builds Bodies, and Confidence

"There are many reasons to join a gym, but all we seem to hear about is weight loss," says Brittany Marie Wilson, 16. "I didn't join for that reason. I go to a very athletic high school and my group of friends alone has



Previous page (front, l-r): Matt Loker, Ainsley Arnold, and Brooke Richardson; (back, l-r): Brittany Wilson; Jennifer Sawa. This page (top to bottom): Adam Arts; Alana Boyd and Shayla Burrows; Alana and Fraser Godbout. Facing page: Brittany Wilson.



## David “Patch” Patchell-Evans

While he may own one of the largest fitness club chains in Canada and the fifth largest in the world, *and* happens to be the current Chairman of IHRSA, the world’s largest association representing the health and fitness industry, ‘Patch’ as he prefers to be called, doesn’t look over your head as many CEO’s will do. No, he looks you in the eye and loves to pull his two-handed shake to the surprise of many.

“I think that the Teen Fitness Connection Program is an exceptional fit with the core values and vision of GoodLife Fitness,” says Patch, who founded the club chain 31 years ago. “It is our goal to help all Canadians become fit and healthy and we are committed to every segment of the population; one of the most important of these being our teenagers during their key developmental years.

“We need to help make change and give teens the tools and education they need to lead healthy and happy lives. We are thrilled to be able to open our clubs up and give a free ‘matinee membership’ to teens across Canada so that they can reap the incredible benefits of fitness and a healthy lifestyle.”

some amazing athletes! I was a little jealous that my friends were having so much fun, so last year I decided to join my swim team.

“In order to get in shape I went to GoodLife Fitness with my mom. By the end of the season I had so many new friends from the gym and the team! I even swam in the 100m freestyle race with my school! Next semester I want to join my school’s track and field team!”

Wilson’s advice for other teens is to get out and try something new. “I’ve never been the most athletic girl, but just joining a team makes it way fun! Don’t let your fear of not being the best hold you back!”

Team sports are fun and competitive, but the health club offers a challenge for teens to keep improving themselves. Whether it’s duration, frequency, intensity or the amount of weight you lift, in the gym your only competition is yourself. Write down your workouts and strive to improve them, constantly. Trainers in the club will help show you how to keep motivated and have fun making your own “personal bests” every workout. **TFI**