



The NEW You

Hey,

I am super excited to announce the introduction of our **new** lifestyle and body transformation class at our **Calgary** show, and would like to invite you and your clients to experience it.

We had tremendous interest in providing a class for those who have gone through **inspirational** journeys, but are not yet comfortable to step on stage in a posing suit. We wanted to provide this opportunity to those who have **transformed** their body and lives, by showcasing it on stage in formal wear - ladies wearing gowns, and men in suits.

This is a class for those who have lost tremendous amounts of weight, have made healthy habits a priority, reversed obesity related diseases, come off prescription drugs etc. and are genuinely proud of this.

This **class** will be judged on:

- **Overall body change** – there will be a before photo to be displayed on presentation screen
- **Transformation story** - to be submitted prior to the event, will be summarized by the emcee, while athletes are on stage

Attire:

- Male: suit (tie & jacket)
- Female: evening gown/dress

Model Walk: Each athlete will enter the stage individually and perform a model walk in a tasteful, confident manner. The athlete will perform 3-5 “poses” at the front of the stage, holding each pose for 3 seconds with the entire presentation lasting no longer than 30 seconds.

Prep Camp: more information on competing and class format will be explained more at our Calgary prep-camp

Yes, there is a winner!

There will be a 1st place award and prizes to be given to athletes competing, but remember it's not about winning, it's about making significant changes everyone's life and impacting or motivating others to start their own journeys!

We would love to see you there.

Leo King, President & Charlotte Gifford, Vice-President