



CANADA COMMITTED TO LOSING 56.6 TONS OF FAT!

For Immediate Release

Vancouver BC and Edmonton AB (January 13, 2010) – A movement started in Canada on January 9th and the numbers are growing every day. Canadians from coast to coast are signed up for the XWEIGHTED.COM NATIONAL CHALLENGE and are committed to losing 56.6 tons of fat over the next 6 months.

Canadians have been getting larger and larger each year but 2010 heralds a brand new start for over 4000 individuals, who are making a commitment to getting active, eating healthy and shedding pounds.

The XWEIGHTED.COM NATIONAL CHALLENGE launched across Canada on January 9th and received an enthusiastic response. In Halifax 400 keen challenge participants showed up at the YMCA for a free fitness assessment and weigh in. 450 individuals registered for the challenge and enjoyed a 2-day health and fitness conference at the YMCA-YWCA in Saint John NB. Large numbers appeared at participating YMCAs in Calgary and Vancouver, participating Extreme Fitness clubs in Ontario, Global Fitness in Kelowna and Custom Fit in Edmonton. At the same time, thousands logged in online and by January 10th XWEIGHTED.COM had logged a National commitment to losing 113,346 pounds. Hundreds more are signing up to start their own personal 26-week challenge every day and more will continue to do so in months to come.

“It’s just phenomenal to be able to reach out to Canada in this way!” says **X-Weighted** Fitness Expert, Paul Plakas, who is astounded by the overwhelming reaction. “It would appear that **X-Weighted** is no longer just a TV series, it’s becoming a movement. We are mobilizing people to take action, network and support one another in the efforts to get fit, lose weight and get healthy”, says Executive Producer, Margaret Mardirossian of Anaïd Productions.

XWEIGHTED.COM is changing lives, connecting people and supporting all Canadians who want to pursue a healthy active lifestyle. It’s not too late to join the movement, go to XWEIGHTED.COM to sign up.

XWEIGHTED.COM is produced by Anaïd Productions with the participation of the Bell Broadcast and New Media Fund and the Canadian Television Fund and in association with Canwest Broadcasting.

Anaïd Productions (*X-Weighted, Taking it Off, Family Restaurant, The Rig*) is an award-winning film and television production company with offices in Edmonton and Vancouver. The company is dedicated to the development and production of high quality and compelling dramatic and factual programming.
www.anaid.com <<http://www.anaid.com/>>

-30-

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