

canfitpro shifts popular event online to connect and empower fitness industry recovery

canfitpro 2020 Virtual Series delivers continuing education and connection for fitness professionals

TORONTO, ON, June 11, 2020 -- As fitness clubs and studios across Canada get the green light to re-open in the context of COVID-19, canfitpro, the national organization representing Canadian fitness professionals, has postponed the in-person canfitpro 2020 event to August 13-15, 2021.

This year, organizers have been busy transforming this popular educational and networking event into the **canfitpro 2020 Virtual Series**, a series of online training events that will take place over two days August 14 and 15, with subsequent one-day online training events September 19, October 17 and November 14, 2020.

“The health, safety, and wellbeing of our associates, members, presenters, sponsors and exhibitors is our highest priority, so it was clear we needed to postpone our annual in-person event to 2021 and find a new way to connect and galvanize the fitness community. Although so many things are uncertain right now, one thing remains true...there’s a power in people connecting,” said Maureen (Mo) Hagan, chief operating officer of canfitpro.

Hagan added this year’s canfitpro 2020 Virtual Series is designed to deliver the energy and excitement of in-person conferences. Attendees from across Canada and around the world will have access to live-streaming education from fitness experts, leaders, pioneers, and innovators from around the globe.

Well-known presenters will include:

- **Mike Lipkin**, international strategic coach and catalyst for high performance.
- **Silken Laumann**, Olympian, mental health advocate and founder of Unsinkable, an online forum celebrating stories of perseverance.
- **Beto Perez**, of Latin-dance inspired workout Zumba.
- **Dr. Kelly Starrett**, CrossFit trainer, physical therapist, speaker and author of *Becoming a Supple Leopard* and co-founder of MobilityWOD
- **Sadie Nardini**, renowned ultimate wellness and yoga expert
- **Luka & Jenalyn**, ballroom dancers and former contestants on NBC’s *World of Dance*
- **Dr. Rumeet Billan**, leadership coach and research lead on *The Tallest Poppy*, a study of how co-workers undermine their peers for succeeding in the workplace.

The virtual series will offer 15 educational tracks with 135 sessions in areas of specialization including business management success, boutique fitness, Women Who Influence, moving your business online, group fitness, personal training, strength training, recovery, mind & body, coaching, wellness and nutrition. In addition, a portion of the proceeds from this virtual Series will be donated to Unsinkable to support mental health awareness.

Hagan added canfitpro delegates will have access to sessions to upgrade their fitness knowledge and skills, bolster their careers and re-invent them self but also to prepare for and adapt to industry changes during the pandemic recovery. Topics include *Best Practices of Virtual Training, Start the Fitness Business of your Dreams During the Fitness Industry Recovery, Connecting to your Community on Camera* and *Rock your Social Media in 2020*.

“By shifting to virtual and livestream education, training and events, canfitpro has the opportunity to serve even more fitness professionals, bringing more practical and relevant education and training opportunities to more people from all over Canada and throughout the world.”

To register and find out more about the canfitpro 2020 virtual series, visit www.canfitpro.com/convention-2020/

About canfitpro:

canfitpro is the largest provider of education in the Canadian fitness industry. Founded in 1993, **canfitpro** delivers accessible, quality education, certifications, conferences, trade shows, and membership services. **canfitpro**'s over 100,000 members include some of the world's finest fitness professionals, health club operators, industry suppliers, and fitness consumers. www.canfitpro.com

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