


# 3rd Annual Peterborough Wellness Expo

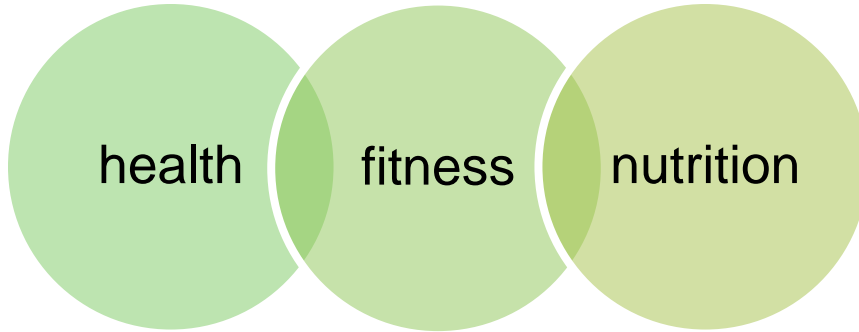


MAY 8, 2010  
10 am – 4 pm

EVINRUDE CENTRE,  
PETERBOROUGH

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**OVERVIEW** TOSCA RENO

**Our vision** is to create an Annual Wellness Expo to promote the many talented and gifted practitioners in South Central Ontario, to inform the consumer of all the wellness products and services available in the vicinity, and to offer everyone a chance to sample the many options that promote healthy and responsible choices.

Our partnerships with local businesses will be vital about better food choices, fitness options, nutrition, and holistic health alternatives for our families.

The Peterborough Wellness Expo is an exciting and highly anticipated interactive Health and Wellness Consumer Show targeting the largest growing market in North America.

The Baby Boomer Generation is the first Wellness Generation!

As you know, the problems associated with poor nutrition and lack of exercise among Canadians is a major health crisis. We are committed to providing fitness opportunities and nutrition education for families seeking healthier lifestyles.

As wellness promoters we attempt to bring about a healthier population with a higher quality of life, thereby having a balanced lifestyle. Wellness is more than the mere absence of disease; it is an optimal state of health.

Many factors contribute to wellness and we provide practitioners and services that bring all these dynamics to the attendees: living in a clean and safe environment, eating organic food, exercise, balance in career,

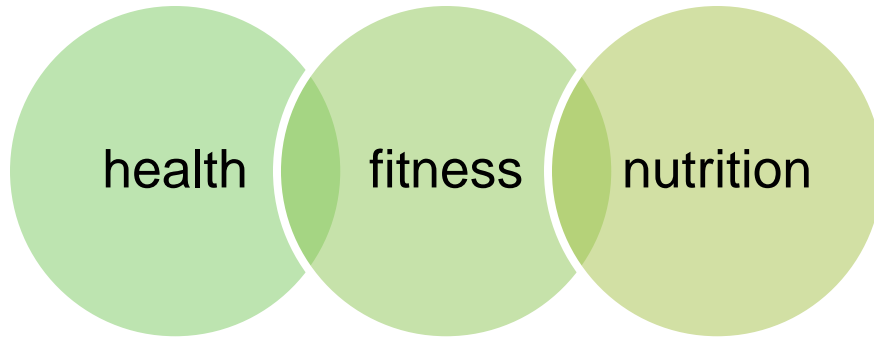
family & relationships, nutritional supplements, and developing faith.

The 3<sup>rd</sup> Annual Peterborough Wellness Expo will be held at the Evinrude Centre on Saturday, May 8, 2010. The event is aimed at the Baby Boomer Generation since they are the people who are refusing to passively accept the aging process . . . they are ready to take responsibility of their own health!

The purpose of the Wellness Expo is to educate, inspire and motivate consumers who attend the event through keynote presentations, exhibits, interactive demonstrations and products.

The Expo provides an excellent platform from which to emphasize your support of health and wellness and to familiarize consumers with the services you offer.

As a sponsor of this event, your company will receive a high profile with all in attendance and through all our implemented marketing strategies.



**MARKETING STRATEGY** TOSCA RENO

**TELEVISION**

*CHEX Television* will be our major media sponsor of this event. Advertisements will be televised during the two weeks prior to the event. Final schedule to be determined.

**RADIO**

Advertising has been provided by Pineridge Broadcasting for the past 2 years. We will continue to advertise on the chosen radio station (to be determined) prior to the expo. Schedule to be arranged.

**NEWSPAPERS**

For the 3rd consecutive year we will utilize local print media. The *Peterborough Examiner* has been our major print sponsor for the past 2 years with a part financial/contra agreement.

Media releases will be issued through Newswire to newspapers within the Kawarthas as well as in the Toronto area to promote the event.

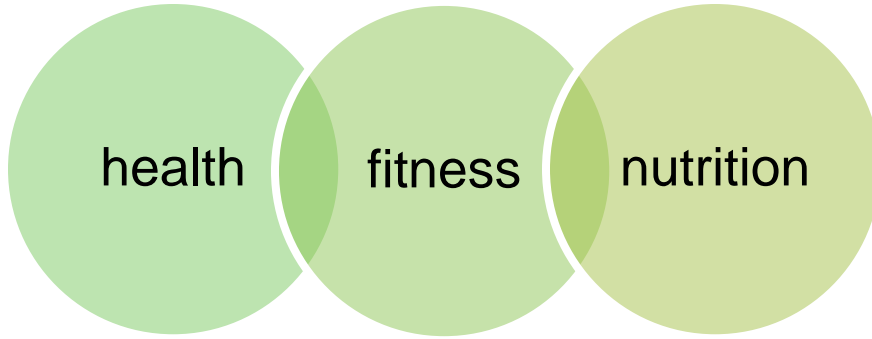
**MAGAZINES**

Advertisements will run in the Spring issues of *The Link*, *Greenzine*, and *The Wire*. Other magazines will be approached about getting involved in the event.

**INTERNET**

The event will be promoted on the *Peterborough Wellness Expo website*. The expo will also be advertised in the electronic quarterly Wellness newsletter which goes out to a list of over 2000.

Through alliances with other organizations the Wellness Expo will be advertised to their databases. These include the Kawartha Holistic Network, Transition Town, the Women's Kawartha Business Tourism, and numerous clinics and centres throughout the Kawarthas.



## EVENT DETAILS

TOSCA RENO

**DATE AND TIME:** Saturday, May 8, 2010  
10 am to 4 pm

**LOCATION:** Evinrude Centre  
911 Monaghan Road, Peterborough

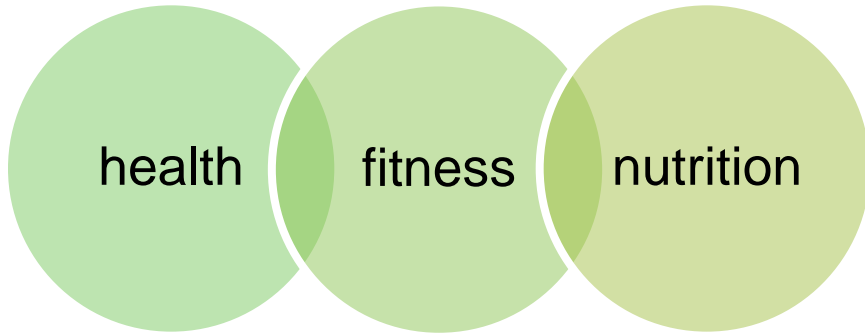
**ATTENDEES:** We anticipate over 2000 interested consumers

**TARGET DEMOGRAPHICS:** Our primary target is women between the ages of 40 and 60 who are prepared to take charge of their health with the new-found information.

**COST:** Exhibitors  
Booth pricing varies between \$75. and \$275.

Attendees  
Day pass includes admission to event and all presentations and demos.

**PARKING & TRANSPORTATION:** The Evinrude Centre is strategically located within easy access to major roads with ample free parking on site.



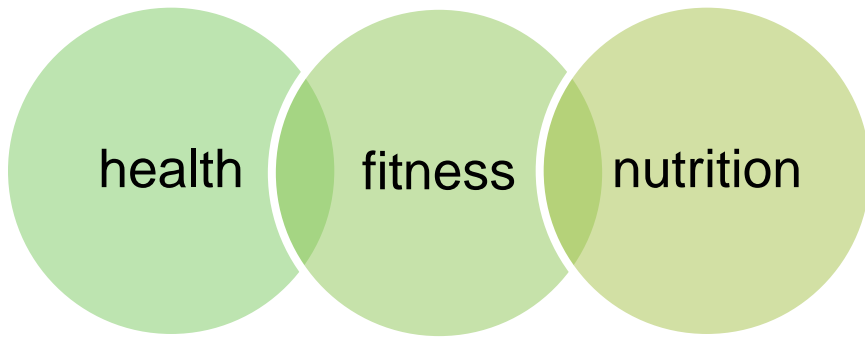
**SPONSOR BENEFITS** TOSCA RENO

As a sponsor of the Peterborough Wellness Expo, you will receive a comprehensive package of benefits.

Benefit	Platinum	Gold	Silver	Bronze
Investment	\$2500	\$1500	\$1000	\$500
Sponsor recognition on Print ads	highlighted	J	J	J
Sponsor recognition in Radio ads	highlighted	J		
Directory ad	J	J	J	J
Logo on homepage of Wellness Expo Website	J	J		
Website link to Sponsor Website	J			
Booth	20x10	10x10	5 x10	
Comp/promo material In gift bags	J	J	J	J
Complimentary Gift Passes	4	3	2	1

Your support will help to make the **[ Y E C " 6 U C H G " J M P A I G N ]** a huge success!

The **PETERBOROUGH WELLNESS EXPO** is an anticipated event every year. Consumers look forward to experiencing the many practitioner services and products under one roof. Given the positive feedback from the past 2 years we believe this Expo will generate more participants and increased interest and awareness for all concerned.



**THE PETERBOROUGH WELLNESS EXPO IS PROUD TO ANNOUNCE THE CHARITY OF CHOICE FOR THE 2010 EVENT IS THE YWCA CROSSROADS SAFE HAVEN CAMPAIGN.**



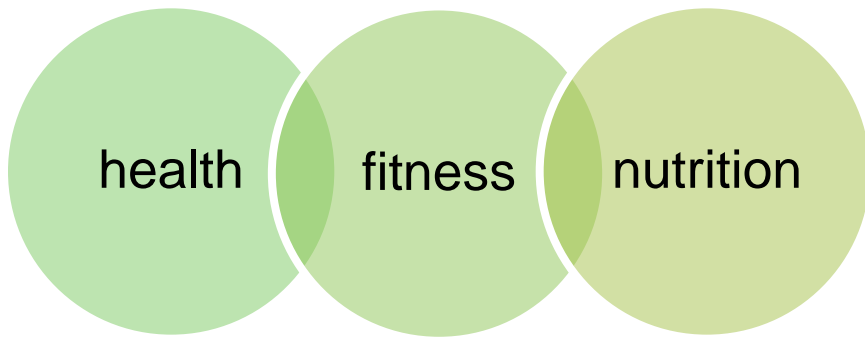
**YWCA CROSSROADS SAFE HAVEN CAMPAIGN**

Twenty-five years ago, the YWCA of Peterborough, Victoria and Haliburton was one of the first organizations in the country to recognize the enormous impact domestic violence was having on women and their children in the community.

Building on their tradition and reputation for excellence in serving the changing needs of women and their families, in 1983 our local YW refocused its mandate to deliver women to safety and help them build better futures. The YWCA purchased two older homes in Peterborough and opened Crossroads shelters, which have since provided emergency accommodation and professional support to more than 12,000 women and children in the region who had nowhere else to turn. For women escaping violence, Crossroads is the first and most effective defense against the harm and potential lethality of domestic abuse. For the women who arrive at these doors, this is the most critical turning point of their lives.

The YWCA focus is first on safety: protection for abused women and their children from imminent harm. To that end, shelter is available at Crossroads. Additionally, skilled YWCA staff operates a 24 hr crisis and support phone line, conduct risk assessments, provide information, answer questions, and when needed, arrange transportation to the shelter. Beyond crisis management, Crossroads staff also provides supportive counseling to shelter residents and to women who may still be living at home, but who seek to end a cycle of abuse. Women and their children are given practical, emotional and psychological support to assist them to transition from abusive relationships to healthier futures.

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wake up from the fear, from that horrible icy terror that makes my heart beat so fast I think it's going to burst. And you  
know what? You know what calms me down? The memory of my counselor at Crossroads telling me I'd be all right ô  
we'd all be all right--- d g e c w u g " y g " y g t g " h k p c n n { " k p " c " u c h g " r n c e g 0 ö "*  
**- Former resident of YWCA Crossroads Shelter, now a successful business woman**



**ABOUT OUR KEYNOTE SPEAKER TOSCA RENO**

Now a household name, **TOSCA RENO** earned her success through years of hard work and determination.

At the age of 40, with three young children to support, she took control of her own destiny by leaving an unhappy marriage and going back to school to study education.

Tosca lost her excess weight through exercise and Eating Clean and was reborn . taking on exciting challenges such as entering fitness competitions and writing articles for fitness magazines. Her popularity was such that she soon blossomed into a bestselling author.

Tosca continues to inspire and motivate women of all ages to aim for the stars and reach their goals through fitness and lifestyle advice. She is also the author of the bestselling Eat-Clean Diet Series.

Tosca has dedicated her life to advocating the Eat-Clean lifestyle. She has appeared on countless national radio and television shows, has been featured in many newspaper and magazine articles, and is the star of a television show called Tosca, Flexing at 49. Tosca lives in Toronto with her husband Robert, five children and two dogs.

Visit her website at <http://www.toscareno.com>