



NFL MOM'S AT TRAINING CAMP

40 NFL Mom's head to Nashville for the EGX Fitness Challenge

Vancouver, BC / September 3, 2008: The moms of the NFL are getting fit! 40 NFL moms will be in Nashville on September 4 & 5, 2008 for their very own training camp where they will begin an 18-week fitness program called the EGX NFL Moms Fitness Challenge 2008, conceived by former NFL player and Heinsman Trophy winner Eddie George. Joining the challenge this year is fitness sponsor mypypeline.com. MyPypeline will deliver all of the fitness workouts online and track the progress of the moms leading up to their own Super Bowl on January 22, 2009 in Florida.

This year's challengers will be divided into two teams of 20 captained by last year's winners: NFC Moms lead by Char McNabb, mom to Donovan McNabb and the AFC Moms under Jerome Bettis' mom Gladys. Moms from almost every NFL team are represented including Emma Clements (San Francisco 49ers), Mary Gurode (Dallas Cowboys), Elizabeth Peprah (Green Bay Packers), Joy Freney (Indianapolis Colts), Berma Colbert (Denver Broncos) and Sandra Moore (Pittsburgh Steelers).

Day one begins with a 6:00am check-in and in true training camp style will include complete physicals and weigh-ins. From there the moms will spend the next two days with trainers, doctors, nutritionists and Eddie George. "These moms have spent their lives supporting their sons getting them to where they are today. Behind every NFL player stands a truly remarkable mother. I know. If it weren't for the sacrifices our moms made for each of us, none of us would have had the opportunity to follow our dreams and play professional football. Giving the moms of the NFL this opportunity to get fit and focus on their own lifestyles is perhaps the most meaningful thing we can give back to them," says Eddie George, founder of the EGX Lifestyle.

But it isn't just the NFL moms that can benefit from the challenge. Moms everywhere can join in and train alongside their favorite team's mom. Hosted on mypypeline.com, the 18-week EGX Lifestyle Challenge is available to all moms across America. Go to <http://www.mypypeline.com/moms> to sign up today and get three online workouts free when you subscribe to the challenge. Each workout is available as a streaming video or download.

Pick your team and get ready for your fitness kick-off with the moms of the NFL! MyPypeline has the tools and video workouts to be successful. It is the ultimate online delivery of affordable, accessible and accountable fitness.

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