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FOR IMMEDIATE RELEASE

MERRITHEW HEALTH & FITNESS™

CELEBRATES 25 YEARS OF CHANGING LIVES WITH THE

MERRITHEW MINDFUL MOVEMENT WORLD TOUR

Toronto - January 7, 2013 – In the 25 years since the formation of Merrithew Health & Fitness™ (MH&F), more than 35,000 fitness professionals and hundreds of thousands of fitness enthusiasts have had their lives changed through the impact of mindful movement and STOTT PILATES® teachings. To celebrate their silver anniversary year, MH&F officially announces the Merrithew Mindful Movement World Tour (#mmm2013), a series of three-day symposiums spanning ten countries. The first symposium, scheduled for April 12 – 14, 2013, at the Cologne Marriott in Germany, coincides with FIBO, an International trade show for fitness, wellness and health. The tour continues with stops announced for New York City and Los Angeles and wraps up on their home turf of Toronto, Canada in December, 2013.

The Merrithew Mindful Movement World Tour is designed for all members of the fitness community - from STOTT PILATES certified instructors wanting to obtain their continuing education credits, to fitness professionals who have never trained in Pilates before, but want a first-class introduction to mindful movement and programming. Sessions will include programming from STOTT PILATES, as well as MH&F's other fitness brands: ZEN•GA™, CORE™ Athletic Conditioning & Performance Training™ and Stability Barre™. Featuring sought-after Master Instructor Trainers, including Moira Merrithew, John Garey, Kim Kraushar, and PJ O'Clair and Lead Instructor Trainer Wayne Seeto, each day will present a choice of

sessions so attendees may tailor the event to suit their needs. It is a great opportunity for fitness professionals of all calibers to test-drive new equipment, learn new and innovative exercises and leave feeling motivated, enriched and inspired. Registration for Cologne, New York City and Los Angeles is now available at <http://www.merrithew.com/worldtour2013>.

Each three-day symposium will be led by MH&F's Master and Lead Instructor Trainers. The first day of each symposium will cover the foundation courses of ZEN●GA, CORE and Stability Barre, the newest methodologies from MH&F. The following two days, attendees have several options to choose from ranging from two-hour workshops for specific goals, audiences and/or equipment to a full day of training in ZEN●GA Mat Instructor Foundation Course. Prices begin at \$300 for four workshops to \$810 to attend all three days with an early registration discount in effect until January 31 for Cologne and February 15, 2013 for New York City and Los Angeles.

Merrithew Mindful Movement World Tour Itinerary*

- April 12 - 14, Cologne, Germany, Marriott Cologne
- April 26 - 28, New York City, Baryshnikov Arts Center
- May 17 - 19, Los Angeles, California, Marriott Manhattan Beach
- June 14 - 16, Osaka, Japan
- June 21- 23, Shanghai, China
- TBD, Madrid, Spain
- TBD, Brazil
- TBD, Melbourne, Australia
- November 8 - 10, London, England, YMCA Central London
- TBD, Mexico City, Mexico
- December 6 - 8, Toronto, Canada

*Itinerary subject to change.

“While much has changed in the 25 years since founding the STOTT PILATES brand, our commitment to the philosophy that effective and responsible exercise is the foundation to a better lifestyle, remains the same. With our Mindful Movement World Tour we are bringing our proprietary techniques and our newest equipment, including the HALO® Trainer and Stability Barre, to support the efforts of our Licensed Training Centers and Distributors in countries such as Australia, Japan, Brazil and more,” says Lindsay Merrithew, President and CEO of Merrithew Health & Fitness.

According to Co-founder and Executive Director of Education Moira Merrithew, “We have something to offer all fitness instructors and enthusiasts, no matter what their background. Our family of mindful movement trained and certified instructors will gain more knowledge and programming options. Yoga and mind/body Instructors can explore ZEN•GA, a mind/body modality in its own right. Group fitness instructors and personal trainers are sure to deepen their functional fitness practices with CORE. This unique training program targets core strength and kinesthetic awareness leading to improvements in total-body strength and power and is designed for both novice and high-level athletes.”

Long recognized as The Professional’s Choice™ by Pilates and fitness experts, Merrithew Health & Fitness has been a driving force in the mindful movement revolution. In fact, the Company’s co-founders, Lindsay and Moira Merrithew, were the recent recipients of the [2012 Inner IDEA Inspiration Award](#). This award recognizes individuals whose outstanding leadership in the wellness field has inspired people toward mindful activity and a healthy lifestyle.

Merrithew Health & Fitness™ is dedicated to building high-caliber, multi-disciplinary fitness brands for people of all ages, levels of fitness and abilities. For 25 years, Lindsay and Moira Merrithew have built their business on the philosophy that effective and responsible exercise is the foundation to a better lifestyle. STOTT PILATES®, MH&F’s premier Pilates brand, delivers high-caliber education with over 35,000 students trained in 118 countries. Their other high-end fitness brands

include CORE™ Athletic Conditioning & Performance Training™, and ZEN●GA™, an innovative fusion of exercise science and mindful movement. For more information please visit merrithew.com. Follow them on Twitter [@STOTT PILATES](https://twitter.com/STOTT_PILATES).

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NOTE: Interviews available upon request. Please contact Melissa McNeese, Melissa-fitpr@verizon.net, to arrange.