

Media Release



## Get Ready to Get RIPPED! and Pay It Forward

OUR VISION: A COMMUNITY WHERE NO FAMILY IS HOMELESS

For Immediate Release  
January 23, 2012

Calgary – This Family Day weekend, get a great workout and help homeless families with international fitness celebrity Jari Love's RIPPED-A-THON. Talisman Centre, Fitness Plus North and South, the Calgary Winter Club and the Bragg Creek Gym are teaming up in five different locations to host Love's signature RIPPED! classes and raise funds for Inn from the Cold.

The RIPPED-A-THON takes place on Monday, February 20th, with hour-long classes in various locations between 10 a.m. and 1:30 p.m. Each class costs \$10 and provides you with a full *Get RIPPED!* experience taught by a different instructor and with a variety of RIPPED! exercises. You can choose to participate in one class or all three. Participants are encouraged to bring along food cans to use as weights for their workout and then donate the cans to the Inn's community food bank program that supports community families in need. All registration fees, pledges and food donations go directly to Inn from the Cold. Local celebrities will also be joining in the fun.

Helping the homeless is a cause that Love is deeply committed to and a key focus for her community giving.

"The reason I am so passionate about helping families in need is because I have been in their shoes and know what it's like to feel hopeless," says Love. "Being able to pay it forward and give a family hope is something truly gratifying. I am passionate about fitness and compassionate about people. Donations are also welcome and will go towards helping homeless families receive the essentials they need in order to not only survive, but to begin to thrive."

"Inn from the Cold is thankful for the support and the generosity of Jari Love, and all the participating fitness facilities that are donating their resources, space and volunteers to make this event a success. The money raised through RIPPED-A-THON will go towards our programs and supports that help homeless families prepare for a more hopeful future in housing," says Yvette Rasmussen, Inn from the Cold's Executive Director. "This event is a wonderful example of how Calgarians are doing little things that will make a big difference to homeless families. We encourage everyone who is participating to ask their friends and neighbours to pledge them so together, we can make this a true community effort."

For more information on how to register for RIPPED-A-THON or donate to Inn from the Cold please visit [www.talismancentre.com](http://www.talismancentre.com) or [www.innfromthecold.org](http://www.innfromthecold.org). This event is open to all Talisman Centre members and the public, and is suitable for all fitness levels. Fitness Plus, Calgary Winter Club and Bragg Creek Gym members can all register at their respective facilities.

Plus, present your RIPPED-A-THON registration receipt for free admission to Inn from the Cold and Encana's *Playing for Change* unplugged concert February 20th at 3:00pm in the MacEwan Ballroom.

### For more information contact:

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### **Additional Information:**

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**Inn from the Cold** provides hope and help to Calgary's homeless families. Established by a network of faith-based volunteers in 1997, Inn from the Cold is Calgary's original and largest family emergency shelter and response network. Providing the critical first step in ending homelessness for families and others in need, the Inn offers emergency shelter, onsite programming, case management outreach services, prevention initiatives and a community-based emergency shelter and resource centre. In 2010, Inn from the Cold retained housing for 160 at-risk families and served an additional 217 families, including 319 children. Inn from the Cold is a recommended charity by Charity Intelligence, recognized in 2008, 2009 and 2010, for the stewardship and maximization of the community's investment of resources.

**Talisman Centre** has been one of Calgary's most iconic and beloved facilities for over 28 years located in the heart of downtown and set in the middle of beautiful Lindsay Park. Talisman Centre provides elite and amateur athletes with an inclusive atmosphere and wide spectrum of world-class training services. It continues to serve as the training facility for many of Canada's Olympic, Paralympic and World Champion athletes. The uniqueness of the facility can be seen daily as citizens of Calgary work out and train alongside world class athletes. Rediscover Talisman Centre and its cutting edge programs and services by visiting [www.talismancentre.com](http://www.talismancentre.com)

**Fitness Plus** has been operated since 1983 by its original management, Ray and Jari Love. Fitness Plus enjoys establishing long term relationships with members and takes pride in its reputation in the Calgary community. Members enjoy free unlimited personal training at both Calgary locations as well as a wide range of amenities and services. Fitness Plus is also home to Jari Love's critically acclaimed Get RIPPED! workout series which is offered daily to members. Check out [www.fitnesspluscalgary.ca](http://www.fitnesspluscalgary.ca) to learn more and find out when you can attend a RIPPED! Class!

**The Calgary Winter Club** is a premier, private, member-owned Club that offers quality athletic and social activities in a fun family centered environment. Since opening in 1960, we have provided our members with a healthy balance of recreation, competition, and relaxation. At the Calgary Winter Club there is something for everyone - all ages and interests. Our Club is a place where families have the chance to connect and grow together through a variety of pursuits and common interests.

**The Bragg Creek Centre** is a state of the art facility, located in picturesque Bragg Creek. It offers a wonderful venue for weddings, corporate meetings, tradeshow and banquets of all varieties. You will enjoy a relaxed style and ambiance that only the Bragg Creek Centre can offer. Located in the heart of Bragg Creek, nestled in a treed setting with Kananaskis Country at our doors, our location offers recreational opportunities to complement your visit to the Bragg Creek Centre. Since September 2011, Jari Love has been offering her critically acclaimed Get RIPPED! Workout classes to the community of Bragg Creek at the Bragg Creek Centre. To find out more about when you can take a class, please email [rippedinquiries@nucleus.com](mailto:rippedinquiries@nucleus.com)

