

THE NORDIC POLE

SPECIAL EDITION WINTER 2010

CONGRATULATIONS WENDI PATERSON!

Ottawa Fitness Pro Wins National Award

Vancouver, BC (February 3, 2010) -- Urban Poling Inc. is proud to announce that Ottawa's Wendi Paterson has been awarded the Urban Poling Trailblazer Award.

This award is presented to certified Urban Poling instructors who have made an outstanding contribution to the wellbeing of their communities by promoting healthy lifestyles through Nordic walking.

Nordic walking is often called "cross country skiing without the skis." The simple yet effective technique of propelling the body forward with walking poles creates a full-body workout by challenging the upper body and core muscles.

Wendi, owner of Nordic Walk Fit (www.nordicwalkfit.com), earned her Urban Poling instructor certificate in 2007. She quickly developed a love for the activity and then began offering classes which were immediately received with great enthusiasm.

Today, she and two colleagues lead up to 10 classes per week taking groups of participants on a wide variety of local walking paths and public trails. This winter, seven of her weekly classes use snowshoes along with the Nordic walking poles. She also gives corporate presentations and runs a lunch hour class for the high tech sector.

Wendi became an Urban Poling master trainer in 2009. In this capacity, she has certified dozens of fellow fitness professionals who are now operating their own successful Urban Poling programs.



Wendi has been instrumental in turning on hundreds of Ottawa-area people of all fitness levels and ages - from couch potatoes to burned out runners - to the Nordic walking workout. She has even given mayor Larry O'Brien a lesson!

Wendi is also a certified personal trainer, sports nutritionist and golf conditioning specialist.

Congratulations Wendi, and thank you for helping to make Ottawa, Kanata and Stittsville the most active Nordic walking region in Canada!

CONTACT:

Mandy Shintani
Urban Poling Inc.
Vancouver, BC
www.urbanpoling.com
mandy@urbanpoling.com
877-499-7999

Wendi Paterson
Nordic Walk Fit
www.nordicwalkfit.com
wendipaterson@hotmail.com
613-832-4407

ABOUT URBAN POLING INC.:

Urban Poling Inc. is Canada's largest distributor of Nordic walking poles and operates the country's largest Nordic walking instructor certification program.

**Article reproduced from Press Release Draft by Barb Gormley <bgormley@rogers.com>

If you have any ideas, suggestions, photos or contributions to offer to this newsletter, please drop Mary Tregunno a line at tregunno1@sympatico.ca.