

The Metro Home Show “Shapes-up” and focuses on Fitness at Home – featuring their resident fitness expert Trina Lambe

Toronto, ON – January 7th, 2008 – The Metro Home Show will not only help consumers with their home décor and renovation needs this year; but they are ringing in the New Year with a different angle: Fitness at Home with resident fitness expert Trina Lambe – owner and operator of Train by Trina.

“I am thrilled to take part in this very exciting and first-ever lifestyle focused Home Show.” says Trina Lambe, owner and director of Train by Trina, “We are certain our demonstrations, speaking series and free fitness assessments will prove to be rewarding to those who participate – not to mention the sweet gift bags we’ll be passing out with tons of great swag! Our expertise as in-home fitness educators and trainers means we will evaluate, educate and guide people on how to create and build their own workout regime in their home. We will focus each individual’s goals, budgets, and schedules. Our presence at the Metro Home Show allows people to experience personalized instruction at their own home with the aim to make fitness a daily part of life, just like brushing your teeth.”

Trina will be touching on topics such as:

- 5 pieces of equipment in less than 5 feet
- Nuts and bolts of creating your in home gym
- The portable workout for home, condo or cottage
- Fit living rooms
- In-home gym for less than \$1000 bucks

Don’t forget to stop by the **MacFab Home Mixology Lounge**, furnished by IKEA, with drinks ala Steam Whistle Brewery. This lounge will teach you to shed off those extra holiday cocktails with their **Squatology Exercises, and Posture Perfect Pilates.**

Details:

Metro Home Show, Metro Toronto Convention Centre, January 17-20, 2008 - www.metrohomeshow.com

Space is limited. For more information, or to arrange an interview, please call Michelle Calvert - 416.640.5675, or email – mcalvert@lucidcommunications.ca

About Train by Trina: Toronto-based Train by Trina is a leader among Canada’s most prominent personal training companies. Founded in 2004, Train by Trina is owned and operated by Trina Lambe, a certified ACE Personal Trainer, “Johnny G” Spinning Instructor, Registered Massage Therapist and overall fitness success coach and expert. Train by Trina makes **fitness accessible to everyone** – whether it is a regular weekly session at your home or a one-off in-office consultation to help you set up your own program. Their approach to fitness is straightforward: live a healthy lifestyle through activity; respect individual needs, goals and progress. For more information, please visit www.trainbytrina.com.

Backgrounder



About Us:

Toronto-based Train by Trina is a leader among Canada's most prominent personal training companies. Founded in 2004, Train by Trina is owned and operated by **Trina Lambe**, a certified ACE Personal Trainer, "Johnny G" Spinning Instructor, Registered Massage Therapist and overall fitness success coach and expert. Train by Trina makes **fitness accessible to everyone** – whether it is a regular weekly session at your home or a one-off in-office consultation to help you set up your own program. Their approach to fitness is straightforward: live a healthy lifestyle through activity; respect individual needs, goals and progress.

What makes Train by Trina different is their team of trainers meets specific needs for each client. The client gets to choose their location, time and each program is based on the individual's personality, strengths, goals and skill sets. The unique and tailored approach proves to be very effective and sets them apart from traditional personal trainers.

Trina's team of certified fitness instructors offers **private in-home** and **in-office personal training** sessions at novice, intermediate and advanced levels. They also offer **condominium fitness facility management** to various locations around Toronto. Trina's trainers specialize in developing challenging programs for their clients that are ever changing just like their needs. By educating the clients on how to live a healthy life, they go beyond just physical exercise element. They collectively share services from in-home healthy cooking classes to group exercise classes, massage therapy and lifestyle coaching. They execute this by teaming up with a number of professionals such as **nutritionists, lifestyle coaches, chiropractors, physiotherapists, sports doctors**, and many more disciplines to set their clients up for fitness success and results. Whether they are working with someone brand new to fitness, or an experienced athlete-in-training, Trina and her team are committed to a **personalized experience for everyone**.

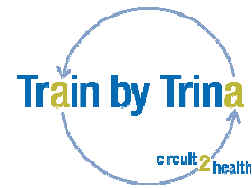
Trina's instructors take an evolved and tailored approach to fitness. They offer an intimate experience with a one-on-one based on the understanding that people's individual capabilities vary. As a result, they teach in a manner that ensures everyone an opportunity to experience fitness according to their individual needs – personalized to each student even in a group environment. **Simply put, at Train by Trina fitness is a daily part of life, just like brushing your teeth. Their goal is to motivate others to develop fitness as a habit rather than a chore.**

Train by Trina Means Healthy Results:

Train by Trina instructors help develop a personal, heightened awareness of and deep respect for your body. Some of our services include evaluation, consultation and program development offered for:

- **Weight Training**
- **Healthy Lifestyle Management**
- **Injury Rehabilitation**
- **Stretching and Flexibility**
- **Weight Loss**

Biography: Trina Lambe



Trina Lambe is founder, fitness success coach and the driving force behind **Train by Trina**. In 2004 she founded Train by Trina, offering expert **in-home** and **in-office personal training services** as well as **condominium fitness facility management**. As a fitness expert and innovator in her field, Trina employs well over 20 trainers, who train individuals throughout the GTA. Trina is also a guest expert on Toronto's **CP24 TV's Fitness Talk Show "Perfect Fit"**, has been featured on **"The Art of Building Bodies" TV Show**, is a weekly guest on **AM740's radio show "From a Women's Perspective"**, contributed to **Elle Magazine** for Fitness Tips from the Trainers, and **co-authored "The No-Fail Diet" book** with Leslie Beck, as well as speaks quarterly at the Running Room Stores throughout the GTA. All of Trina's side projects have been successful while fulfilling her mission to **"Reach, teach and educate thousands of people on how to live a healthy lifestyle through activity."**

She is a **Registered Massage Therapist**, a certified **ACE Personal Trainer** and **"Johnny G" Spinning Instructor**. Trina has extreme athletic drive having been a Competitive Figure Skater for over 7 years, and she competed regularly in the Ontario and Canadian Cup Cross-Country Mountain Bike circuit. Students and instructors alike are inspired by her passion for fitness, and live by her motto that fitness is a daily part of life, just like brushing your teeth. Her goal is to motivate others to develop fitness as a habit rather than a chore.

Fitness is in Trina's blood. She has been rewarded with several awards, and most recently was nominated as **Canada's Top 40 under 40**, was nominated for the **2007 and 2008 Idea Health and Fitness Inspiration Awards as Personal Trainer of the Year**, and will be the **Resident Expert and Presenter for The Metro Home Show** following the theme of Fitness at Home. She has trained people of all different levels: some who have never exercised before in their lives, and others that have very specific fitness goals in mind and has even trained some client for the ultimate event in fitness Ironman. Together with her team and the clients' objectives in mind, she sets realistic goals that fit their lifestyles. Every workout is different, to keep the intrigue and challenging revolving around exercise.

Whether she is working with someone brand new to fitness or an experienced athlete-in-training, Trina is committed to a personalized experience. Her **personally tailored guidance** allows individuals to discover and be inspired by their own capabilities for fitness and overall well-being. Additionally, her education as a massage therapist and experience working in rehab, gives her an extended base of knowledge on how to deal with injuries and injury prevention. She also has a broad base of awareness in many sports to facilitate growth in their new activity.

Trina first trained as a competitive skater for several years, and then branched out to other activities including cross-country mountain biking, road cycling, yoga and spinning to name a few. While studying Kinesiology, she also held a private practice as a massage therapist for two years. She had the privilege of training with the Richmond Training Centre under the direction of Bob Emerson, and also has held the title of **"Lululemon" Ambassador for 2005**.

Her professional affiliations include: American Council of Exercise (ACE), Board Member of Canadian Association of Women Executive & Entrepreneurs (CAWEE), Idea Fitness Member, Ontario Massage Therapists Association, and sits on the board for Cycle Challenge, a not-for-profit organization for Breast Cancer.

For more information: Call Michelle Calvert, 416.640.5675, or mcalvert@lucidcommunications.ca or Trina Lambe @ 416.788.2535

Frequently Asked Questions



Q: How long has Train by Trina been in business?

A: In 2004 Trina Lambe founded Train by Trina, offering expert **in-home** and **in-office personal training services** as well as **condominium fitness facility management** in the GTA.

Q: What is Trina's background and credentials?

A: Fitness is in Trina's Blood. Here is a look at her laundry list:

- ACE Personal Trainer
- Registered Massage Therapist
- "Johnny G" Spinning Instructor
- Canadian Red Cross CPR and First Aid Certificate
- Nationally-ranked Figure Skater
- Ontario Cup Cross-Country Mountain Bike Racer for the past 2 years
- Canada Cup Cross-country Mountain Bike Racer for 1 year
- Sponsored by "Fly Gurlz" Racing
- "Lululemon" Ambassador for 2005
- Nominated as Canada's Top 40 under 40, 2007
- Appeared as a guest expert on Toronto's CP24 TV's Fitness Talk Show "Perfect Fit"
- Featured on "The Art of Building Bodies" TV Show
- Weekly guest on AM740's radio show "From a Women's Perspective"
- Contributed to Elle Magazine for Fitness Tips from the Trainers
- Co-authored "The No-Fail Diet" book with Leslie Beck
- Speaks quarterly @ the Running Room Stores throughout the GTA
- Resident Expert and Presenter for The Metro Home Show 2008, under the theme of Fitness @ Home
- Nominated for the 2007 and 2008 Idea Health and Fitness Inspiration Awards as Personal Trainer of the Year.

Q: How many trainers work with Train by Trina?

A: Trina employs over 20 certified fitness instructors. Additionally, Trina collectively shares with a number of professionals such as nutritionists, lifestyle coaches, chiropractors, sports doctors, physiotherapists, and many more disciplines to set their clients up for fitness success and results.

Q: What type of clients does Train by Trina work with?

A: Overall, Train by Trina and her team works with anyone from someone brand new to fitness or an experienced athlete-in-training. Her team is committed to a personalized experience for either a one-on-one or a group atmosphere. The client profile is mostly professional women between the ages of 35-70, who don't have a lot of time to write their own fitness program but want to be their best in all areas.

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FAQ's cont'd...

Q: What makes Train by Trina different from other personal trainers?

A: Train by Trina makes fitness fun and accessible, they remove all the excuses that one uses not to go to the gym.

Trina matches the individual up with a personal trainer that has the skill set for their personal needs and personality. The client gets to choose the location, time and the trainer outlines the frequency and activities that are individually designed for their goals. The unique tailored approach proves to be very effective and sets them apart from traditional personal trainers.

Q: How do I get in contact and schedule a fitness assessment with Train by Trina?

A: You can call us @ 416.788.2535, or email us, trina@trainbytrina.com. You can also get more information @ www.trainbytrina.com.

The Personal Trainer Headhunter

Detailed evaluations, thoughtful consideration and a pool of top-notch trainers help Trina Lambe teach clients about living a healthy, active lifestyle.

Subject: Trina Lambe
Company: Train by Trina

Messages in the Malt. After finishing a career in professional figure skating, Trina Lambe changed directions and went to work for a local brewery in Toronto. “It was my first ‘real job’ and it was there that my entrepreneurial spirit was sparked,” she recalls. She began as the office manager for the start-up company, which, she says, allowed her to participate in the mechanics of business growth and success. At 25 she became a senior manager, but began to look beyond the brew business. “I put my thinking cap on and asked myself what brings me the most enjoyment. Being active! I took my passion for exercise, applied some business knowledge, and 3 months after quitting my corporate job I was fully booked as a personal trainer and had already hired my first trainer to work with me.” Though she has parted ways with her former career, Lambe notes that her former boss continues to be her mentor.

Trina Goes Headhunting. Lambe’s primary business focus is to truly inspire as many people to fitness as possible. “My mission in fitness is to ‘reach, teach and educate thousands of people on how to live a healthy lifestyle through activity,” she says. Her mission statement can be found all over her website, perhaps to ensure that her company’s clients recognize the breadth of her passion. With a full client schedule—and a desire to maintain a balance between her personal and professional lives—Trina found herself limited in successfully achieving her mission. “When I started this business, I was the only trainer. Eventually, all my time slots were filled, but I wanted to accommodate more clients. Realizing that I couldn’t do



this alone, but not wanting to reject new clients, [I decided] it was time to expand.” Lambe then focused on seeking out highly qualified and motivated trainers who could meet the demands of in-home training. “They are people who can think on their feet and don’t need every tool to create a great workout.” Lambe performs detailed, thorough physical and lifestyle assessments with each new client, and then turns to her database to determine which trainer within the client’s general area (she never asks her trainers to travel more than 15 minutes) is the best person for the job.

Condo Conversions. Lambe has also tapped into the burgeoning condo fitness-facility market, which she has found both lucrative and satisfying. “In Toronto, the condo market is very hot,” she says. “This sector is in dire need of quality customer service from a fitness expert.” Lambe believes that many condo facilities lack the personal touch that helps people develop long-lasting exercise habits. “This is where Train by Trina steps in.” She offers on-site group exercise classes and personal training (using the same client-trainer matching techniques she uses with her in-home clients), as well as health lectures and product information

nights. “Each [condo fitness facility] is very different and has a different demographic. We develop a strategic plan for each and every facility.”

Keen Business Sense. Train by Trina has experienced success not only because of excellent customer service, but also as a result of Lambe’s ability to set reasonable business goals and to know when to ask for help. “I complete annual strategic planning for setting challenging but achievable goals. I enlist the help of business consultants (business coach, accountant, marketing consultant, admin/bookkeeper and public relations representative) to provide advice and steer me toward my goals in running a healthy, viable business.” She performs periodic self-evaluations to make sure she is on track. “Business success and fitness success have so many commonalities, it’s scary,” she says. “When you pull clients out of their comfort zone after they have plateaued, you get different results. Do the same in your business. Get uncomfortable each day with tasks that are going to generate the outcome you want.” ■

Ryan Halvorson is the associate editor for IDEA and a certified personal trainer at Excel Sport and Therapy in La Jolla, California.