



POWER of MOVEMENT™
yoga challenge to beat arthritis & autoimmune conditions

Canadian celebrities do their best downward dog to raise money for arthritis research

Power of Movement, Canada's largest yoga fundraiser, stretches Canadians from coast to coast

Toronto, ON (January 17, 2011) – Canadian celebrities, David Paetkau of CTV's Flashpoint, Anthony Sedlak of the Food Network, Farah Nasser of CP24 and recording artist Wade Morrisette announced today that they will participate in [Power of Movement](#) 2011 – Canada's largest yoga fundraiser, which takes place on February 27, 2011.

'Anyone can do yoga for a good cause', is what Power of Movement is saying as it seeks to raise awareness and funds for arthritis and other autoimmune diseases. Now in its fifth year, Power of Movement has raised almost \$700,000 for research to benefit the 4.2 million Canadians who live with these conditions.

"I'm really excited to be participating in this year's event," said David Paetkau. "My brother has arthritis and I've always been very supportive of initiatives that raise funds and awareness for the cause. I happen to love yoga as well so it's the perfect fit."

"I believe exercise and proper diet are key ingredients that help improve the lives of those who suffer from chronic illnesses," said Anthony Sedlak. "Power of Movement is an excellent way for Canadians in every corner of our country to come together to exercise, improve flexibility through yoga and raise money for an important cause."

"I've lived with an autoimmune condition, vasculitis, for years now and a lot of people think that arthritis is an old person's disease," said Farah Nasser. "I'm one of thousands of young Canadians who are living proof that arthritis and autoimmune conditions affect people of all ages. I am very excited to not only be participating in Power of Movement, but to also be the Toronto emcee."

On February 27, yoga "mega-sessions" will take place in 12 cities coast-to-coast including Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, Kitchener-Waterloo, Toronto, Aurora, Ottawa, Montreal, and Halifax. Canadians can register to participate in a yoga mega-session and start collecting pledges through a personalized fundraising page at www.powerofmovement.ca.

Canadians who want to participate, but do not live near a mega-session can join through the Virtual Challenge. Virtual yoga instruction is available through My Yoga Online and everyone who registers gets a free 30-day membership to this online yoga community.

From its humble beginnings as a small grassroots initiative in a Toronto community centre almost five years ago, Power of Movement has grown to challenge Canadians in every corner of the country to take action for meaningful change in arthritis and autoimmune disease care. Money raised will benefit arthritis and autoimmune disease research priorities across the nation, through the Arthritis & Autoimmunity Research Centre Foundation (AARCF) and the Canadian Arthritis Network.

Become a fan of Power of Movement on [Facebook](#) and follow us on Twitter @powerofmovement.

Power of Movement 2011 is made possible with the support of Presenting Sponsor and global healthcare company [Abbott Laboratories](#), which has been involved with the fundraiser since 2007, as well as [National Post](#), [My Yoga Online](#), [Amgen/Pfizer](#), [Joe Fresh](#), and a host of other sponsors.

About the AARC Foundation

The Arthritis & Autoimmunity Research Centre Foundation raises funds and awareness for the most comprehensive, collaborative, and specialized arthritis research centre in Canada. It is housed at University Health Network (UHN), which comprises Toronto General, Toronto Western and Princess Margaret Hospitals and Mount Sinai Hospital. AARC is dedicated to research in arthritis and related autoimmune diseases, musculoskeletal health, and advancements in orthopaedic surgery. Through Power of Movement, AARCF is committed to leaving fundraising dollars in each local community through the Canadian Arthritis Network.

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For more information, please contact:

Tonique Harry

Media Profile

tonique.harry@mediaprofile.com

416-504-8464