

DAVID PATCHELL-EVANS

GoodLife Fitness is founder and owner David Patchell-Evans' vision—to give all Canadians the opportunity for to live a healthy and fit good life. The company was founded in 1979 while 'Patch', as he likes to be called, was still a university student with a single club. Remarkably GoodLife grew by 60% in 2009 and now has close to 300 clubs stretching across Canada from Newfoundland to Victoria. One in every 45 Canadians is a GoodLife member and the company is the 5th largest fitness company in the world and the largest owned by a single individual.

Patch in 2009 accepted the position of Chair of the IHRSA Board of Directors for a one year term. IHRSA is the leading health and fitness association in the world representing over 100 million club members in 78 countries. Constantly in motion, Patch travels over 200,000 kilometers per year as a global advocate for health and fitness. That's the equivalent of five times around the globe!

After winning the *10 Most Admired Corporate Cultures Award* in Canada, Patch will also serve on their Board of Directors in 2010.

Having competed and won five Canadian Rowing Championships, Patch is a true patriot and proud that his company is 100% Canadian. Leading his team, Patch is passionate about the health and well-being of GoodLife's 750,000 members. He is a graduate of physical education from the University of Western Ontario and President of the Canadian Fitness Professionals which holds educational conferences in key locations across Canada and is the largest certification body in Canada for the fitness profession.

Both GoodLife and its CEO have garnered some of the most prestigious awards in the country. Recognition for the company includes *Platinum Club member*, *Canada's 50 Best Managed Companies*. In 2010, Patch received the Entrepreneur of the Year Award from the Canada's Venture Capital & Private Equity Association (CVCA).

In September 2009 Patch's 2nd book, the ***Real Sexy, Smart and Strong***, launched and achieved immediate international best seller status. His first book, *Living the Good Life*, has exceeded 1 million copies in paperback and audio book format. All proceeds from both books support autism research by the Kilee Patchell-Evans Autism Research Group at the University of Western Ontario.



Patch over the last 6 years has personally donated \$4 million to fund the Kilee Patchell-Evans Autism Research team, named in honour of his autistic daughter who is now 14 years of age. This team of 16 researchers is credited with ground-breaking research and has formed collaborations with Harvard University, New York Medical College, Queens University and was recently asked to present at the Nobel Institute in Stockholm, Sweden. Autism now affects 1 in every 91 children.

Patch's final inspiration:

One of my favourite sayings is "good enough is good enough". I have no idea where it came from but I am fairly certain that no one other than me has ever used it in relation to fitness. Let's be clear that fit is not about being athletic, it's about being healthy. It's not about perfection; it's about knowing when you have reached a good enough level. It's easy. All you need is 30 minutes of exercise, three times a week, to feel at home in your body, to have more energy and confidence and to stay fit and healthy for life!

Patch will be speaking with Silken Laumann on Saturday, October 9, 2010 in a session titled "Fitness in Canada".