



NEWS RELEASE

For immediate distribution

Brigitte Filiatrault Public Relations and Proactif Fitness team up to muscle up your health!

MONTREAL, Quebec, Wednesday, May 11, 2011 — Proactif Fitness

(ProactifFitness.com), a firm specializing in personalized physical fitness training, nutritional monitoring, sports therapy, postural rehabilitation, fitness camps as well as choreography, pose and showing, retains ***Brigitte Filiatrault Public Relations*** services for all its internal and external communications, media relations and strategic counsel for year 2011.

"I founded *Proactif Fitness* in 1997 to offer to my clients a spectrum of services that they may need to get healthy, all in one place. Whether for a personalized physical fitness program, nutritional advices and biosignature, state-of-the-art sports therapy treatments or to participate in fitness camps, consumers will find all these services at Proactif Fitness," said Francine Savard, president and founder of Proactif Fitness, world-class physiological optimisation expert, sports therapist, naturotherapist and guest speaker.

"Since I had a double bursitis on my shoulder due to overtraining, I decided to seek Francine Savard's counsel for sports therapy and a personalized physical fitness program. In less than six weeks, my quality of life has so improved that I thought everyone needed to learn about her. Her knowledge and expertise are truly amazing!", added Brigitte Filiatrault, president of Brigitte Filiatrault Public Relations.

About Brigitte Filiatrault Public Relations

Founded in 2004, Brigitte Filiatrault Public Relations is a national company that offers a broad range of public relations and strategic communications services. BFRP services include communications, visibility and positioning plans, crisis management, evaluation and sponsorships management, internal communications, media relations, project management, special events, spokespersons media training, spokespersons recruitment, strategic counsel and planning, translation as well as writing and proofreading.

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