

## **For Immediate Release**

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### **The Missing Question to Ask About Your Physical Activity Routine: WHY?**

**Edmonton, Alberta (January 6, 2014)** - Tamara Vineberg questioned the thought of being physically active until she watch Dr. Mike Evan's YouTube sensation, *23 1/2 hours*. She had a change in attitude which resulted in a regular exercise routine that she continues to this day. It is because of these types of stories, Certified Exercise Physiologist, Lisa Workman, launched a new website to encourage mindful physical activity by asking the question: WHY?

A social experiment, [whyimove.com](http://whyimove.com) is an interactive website that provides real-life inspirational stories about everyday people's reasons why they move. Not just at the beginning of a new year but throughout the entire year. Tamara submitted her reason WHY along with other Canadians since the website's inception in the Fall of 2013. All website visitors are encouraged to submit their inspiration for why they move, answer physical activity polls, and be directed to free resources to help them move more.

When thinking about a physical activity routine, the questions of WHAT and HOW are often asked but WHY rarely is. By identifying WHY you move, it can often stimulate better physical activity participation and adherence, not to mention a routine that is more tailored to the outcomes an individual is looking for. This one of a kind website is for both people who are currently physically active or those who are not, with the goal of getting those already moving to inspire the same in others. All by answering the question of WHY you move, one person at a time.

### **About Lisa A. Workman**

Lisa A. Workman, has been active in the exercise profession for over 13 years in many roles such as a certified exercise physiologist, fitness centre manager, fitness writer and group exercise instructor.

In addition to being certified as an Exercise Physiologist (CSEP-CEP), Lisa is an Alberta Fitness Leadership Certification Association (AFLCA) Group Exercise Leader and AFLCA Trainer of Leaders, a Can-Fit-Pro Pre & Post Natal Fitness Specialist, and an Excel Nordic Walking Instructor. Lisa's primary passion is physical activity and exercise promotion in health care.

Lisa was the 2012 recipient of the Alberta Certified Exercise Physiologist Recognition Award and the 2010-2011 recipient of the University of Alberta's Campus Recreation Building Block Award. For more information go to [www.lisaworkman.com](http://www.lisaworkman.com)

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