

FROM:

Brian Bahm, Owner & Operator

TO:

Our valued guests, members, and customers,
and all of our friends and allies throughout Georgetown

REGARDING:

- Recent incidents at **Atlantis Athletics**
- The very latest on Sheri Pare and her recovery
- The truth about **The BAO Institute For Healthy Living**
- Dates for our re-opening, fund-raiser, and member-appreciation events

First, some good news: We'll be open for business no later than Monday, the 13th of August, 2012, at 8:00AM. We're looking forward to seeing you!

Now let's talk about what happened last week. For those of you who don't already know, Sheri Pare is a full-time employee here; a part-time master's-degree student at the University of Toronto; and a 36-year-old single mother with two daughters.

On Tuesday, the 31st of July, at approximately 12:30PM, Sheri was hit by an SUV as it plowed through our front window. Seemingly unstoppable, it destroyed everything in its wake, including the walls of the room where she was eating lunch.

Sheri was pinned between the vehicle and a brick wall for 45 minutes before fire fighters were able to get her out. Once they did, they brought her to Sunny Brook Hospital, one of the nation's greatest trauma centres, where she currently remains.

According to doctors, Sheri's injuries are severe, but she'll recover from this. It's just going to take a very long time.

Meanwhile, we want to help ease the financial burden now falling upon her shoulders. So we're establishing a trust fund.

To kick-start The Sheri Pare Family Trust Fund, we're organizing a very special fund-raiser. Your official invite can be found in the blue box to your right. Please come join us as we celebrate Sheri's humour, passion, and (of course) strength.

Moving forward, after the dust settled and Sheri stabilized, our thoughts returned to our business. How bad is the damage? When will we be able to re-open? Will we survive this? Do we even want to?

After discussing the matter with my team (and, of course, my wife), I decided to get our doors back open as quickly as possible. But not as **Atlantis Athletics**. Not when so many people, including myself, were shaken by what happened. I didn't want to bring back any bad memories.

Fortunately, for the past couple of months, I'd been working with consultants, inventing and imagining ways to offer members even more--the very best in healthy living--from lots of different angles. Not just exercise but other disciplines as well. Disciplines like nutrition, supplements, massage, bodycare, even active apparel.

It felt, to me at least, like what Georgetown needed. So I decided to move forward. This meant phasing our old brand out while phasing our new one in. The idea was to do this slowly but surely, over the course of a year, more than enough time for everyone to get used to things.

Well, that was the idea. But it's clear to me, maybe to you as well, that we need a fresh start today, not six months from now. So we're re-launching early. Everything's still a little rough around the edges--and will very likely be adjusted and refined over the next few months--but I'm confident you'll fall in love with our new brand the same way I did.

So, at this time, please allow me to introduce Georgetown's best place to get fit, fueled, and fashioned: **The BAO Institute For Healthy Living!**

To celebrate, this Saturday, the 11th of August, we'll be hosting an event. Our mission? To acknowledge, appreciate, and thank you--our valued guests, members, and customers--for your unwavering love, support, patience, and positivity throughout this experience. Your official invite can be found in the yellow box to the right.

THE
bao
INSTITUTE FOR
HEALTHY LIVING
formerly known as
ATLANTIS
ATHLETICS

905-877-0771

BAOinstitute.com

232 Guelph Street

A very special event
in acknowledgement and appreciation
of our valued guests, members, and customers

TIME TO TAKE A BAO

Saturday, the 11th of August, 2012
12:00PM through 4:00PM
@ The BAO Institute

FEATURING:

Exclusive offers!
Promotional specials!
Tours through what's new!
All your questions answered!
Free supplement consultations!
...and much more to be announced!

PLUS:

Free BAO Fit YOGA Stretch 30 at
12:30PM, 1:30PM, 2:30PM, and 3:30PM

A very special event to benefit
The Sheri Pare Family Trust Fund

WE CAN BE HEROES

Saturday, the 18th of August, 2012
12:00PM through 4:00PM
@ The BAO Institute

FEATURING:

Silent auctions!
Valuable raffles!
Live entertainment!
Food and beverage!
... and much more to be announced!

PLUS:

Prizes for...
Most tire flips!
Most super burpees!
Most swings and snatches!
..and other tests of strength and endurance!