



The 100 Pound Challenge... **NO COP OUT!**



FOR IMMEDIATE RELEASE
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Cobourg's Deputy Police Chief Launches Quest to Lose 100 Pounds

COBOURG – Having just turned 50 on June 12th, Deputy Chief Dave Cromlish of the Cobourg Police Service felt it was time to take charge of his health. As he passed this landmark occasion Dave realized he needed to do something about his weight and this is how the **100 Pound Challenge... No Cop Out** was born. Although serious about his quest Dave knows that this is not about just losing 100 pounds, it's about making some important lifestyle changes. And he knows that he cannot do it alone.

Dave will be working with personal trainer Andrea Johnson of Bodilogix Fitness in Cobourg to ensure his new exercise and diet regime is safe and appropriate and specifically tailored for Dave. He has also been in touch with his family physician, Dr. Andrew Emery, who will also be advising him through his journey.

In an effort to help keep him on task and motivated, Dave has decided to collect pledges with the funds raised directed to the purchase of an ECG machine for the Northumberland Hills Hospital.

The **100 Pound Challenge** was launched today during a special weigh in at Bodilogix. Dave checked in at 336 pounds. That's 121 pounds more than he weighed when he joined the Cobourg Police 29 years ago. Dave is giving himself a year to meet his goal with the challenge slated to end during the 2010 Cobourg Waterfront Festival. Those interested in tracking Dave's progress can read his blog at <http://nocopout.blogspot.com/>.

During today's launch Northumberland Hills Hospital CEO Robert Biron made a wonderful opening pledge. "I hope others join me in supporting Dave in reaching his goal. It's a great cause, not only for supporting the hospital for vital medical equipment (ECG), but more importantly, in helping Dave get motivated for improving his health. Better health in our general population will reduce the burden for the demand of hospital services. I commend Deputy Chief Cromlish for taking this first step and I will be cheering him on along the way!"

For more information or to make a pledge to the **"One Hundred Pound Challenge... No Cop Out"** please visit www.nocopoutchallenge.ca, or contact Dave Cromlish at 905-372-2243 ext 2217 or david.cromlish@CobourgPolice.com.

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Supporting Information:

About Dave Cromlish

Dave Cromlish was born into a military family and spent the first six years of his life in five different postings. In 1965 his family settled in Cobourg. After high school Dave himself entered the military where he served for three years as a member of the Princess Patricia's Canadian Light Infantry. 29 years ago he joined the Cobourg Police Service. He has worked his way up the ranks and was appointed Deputy Chief this past February. He is married to Rosie and they have two children Rick and Carlie-Ann.

About Andrea Johnson & Bodilogix

Andrea Johnson is a Certified Instructor PTS, NWS, Personal Training Specialist and Nutrition and Wellness Specialist. She has had her Can-Fit-Pro Card since 1996. Bodilogix is a "Full Service Fitness Centre" focused on providing clients with a spacious, energizing, state of the art training environment. Whether you wish to shed a few unwanted pounds, increase your energy and vitality, increase muscle, sculpt, shape and define yourself Bodilogix's highly personalized prescriptive approach to your fitness program is unsurpassed.

About the Northumberland Hills Hospital Foundation

The Northumberland Hills Hospital Foundation is a dedicated team of enthusiastic staff and volunteers passionately committed to raising the funds necessary to support the Northumberland Hills Hospital's capital equipment needs. By growing and sustaining donor support, the NHH Foundation helps to improve health care and the quality of life in west Northumberland. For more information please visit the Foundation section of the Northumberland Hills Hospital Web site at: www.nhh.ca.