



**Be Fit. Eat Right. Think Well.**

## SOUL PURPOSE

To be, feel and enjoy so that I may inspire the world to be, feel and enjoy.

## MISSION

To Touch the lives of Atlantic Canadians with three dimensions of wellness:  
**Be Fit. Eat Right. Think Well.**

## VISION

To have the greatest wellness event my community has ever seen and participated in.

## GOALS

- A.** Draw 1000 or more wellness minded participants
- B.** Sign 60 or more wellness minded vendors
- C.** \$1500 profit to donate to local sporting group