

## **DON'T JUST GET PUMPED, GET PRIDE PUMPED**

TORONTO (June 6, 2011) - You wouldn't show up to a party the size of Toronto Pride without getting into Pride shape. Now with less than a month to go, a brand new workout program has been specially created to help you get festival fabulous.

Follow Toronto fitness guru Brody through his new Pride Pump 2000X program, specially developed to produce killer chest, abs and cheeks. Tone, tighten and transform with steady reps of Super Sexy Sparkle Crunches, Bangin' Booty Butt Clenches and Dutch Deep Dips the Brody way.

Watch the workout at [www.PridePump.com](http://www.PridePump.com) and get prepped for Toronto Pride today. More teaser videos encouraging people to get into a Pride Pump state of mind and body can be seen at [www.youtube.com/seetorontonow](http://www.youtube.com/seetorontonow).

Size matters in Toronto where more than one million people gather on the legendary Yonge Street for one of the world's largest Pride parades. Celebrating genuine diversity in a truly Toronto way, Toronto Pride includes the Dyke March, Trans March and Family Pride in a packed July weekend.

This year's Toronto Pride runs July 1-3 with the Pride parade taking place on Sunday, July 3, 2011. Toronto's LGBT community is also looking three years ahead to when the city will host World Pride 2014.

Well recognized as the first North American jurisdiction to permit gay marriage, it's no surprise Toronto continues to be ranked the top Canadian destination for U.S. gay and lesbian travelers in the recent CMI survey.

Tourism Toronto, in partnership with Pride Toronto, developed the playful Pride Pump 2000X campaign as a light-hearted way to invite the world to experience a Pride event like no other in the world.

### **About Tourism Toronto**

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to strategically sell and market the Greater Toronto Region as a remarkable destination for tourists, convention delegates and business travelers around the globe. For more information please visit [www.SeeTorontoNow.com](http://www.SeeTorontoNow.com).

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