

# Michelle Bridges

## *Celebrity Fitness Trainer*

In today's weight-conscious society where childhood obesity, meal replacements and lap band surgery dominate the social conversation, the clear message delivered by television personality Michelle Bridges, Australia's most influential personal trainer, comes as a welcome relief.

Best known as the straight-talking team trainer of Channel Ten's ratings heavyweight *The Biggest Loser*, Michelle mixes her tough love message with a heart-warming compassion and understanding that has won the hearts and minds of Australians of all ages, weights and genders.

Michelle is also a successful entrepreneur, accomplished MC, an in-demand motivational and inspirational speaker and brand ambassador, a national commentator on weight issues - and one of Australia's most highly regarded health and fitness experts.

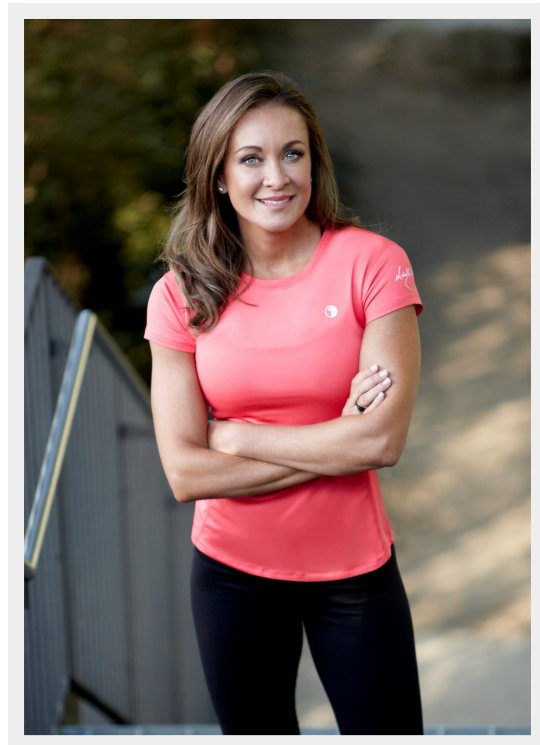
Michelle speaks on a variety of subjects including motivation, fitness, nutrition and exercise, and has spoken at a vast array of events from gym openings to major industry events such as FILEX and the Brisbane Fitness & Health Expo. Her style is entertaining, cheeky but non-negotiable.

She tours Australia talking to corporations, schools and audiences inspiring people to get their lives back through healthy eating and regular exercise.

On top of her television, PR and marketing commitments, Michelle is never far from front of mind with high-profile covers and regular features in magazines such as Women's Health, Woman's Day, Cosmopolitan, BBC Good Food and The Australian Women's Weekly and on radio (2DayFM, Nova, Triple M and WFSM).

An accomplished author, Michelle's books - *Crunch Time*, *Crunch Time Cookbook*, *The Australian Calorie Counter*, *Losing The Last Five Kilos*, *5 Minutes A Day*, *The No Excuses Cookbook*, *Everyday Weight Loss*, *Your Best Body* and *Get Real* - have all gone straight to the best sellers list. She has also published an extensive range of e-books.

Her online 12-Week Body Transformation (12WBT) program has also been an amazing success resulting in weight loss transformations for thousands of participants. It has stripped over 700,000



kilos off participants so far.

Michelle is an ambassador for the Nature's Way range of vitamins and supplements, The Australian Institute of Fitness, Triumph Triaction Bras and in 2012 launched her new clothing and workout equipment range with BIG W called 'OneActive'.

Michelle is also a big supporter of various charities including the RSPCA, Animals Australia, The Heart Foundation, the National Breast Cancer Foundation, and the Black Dog Institute.

In 2013 she was the second most-searched individual on Google and was also voted #5 on the Mumbrella Most Eligible Industry Players list.

Michelle has frequently been asked to speak at a vast array of events from gym openings to major industry events such as FILEX and the Brisbane Fitness & Health Expo. Her topics cover a variety of subjects from motivation to fitness, nutrition to exercise.

As a household name not only with the Australian TV viewing public, but also in the fitness industry, Michelle Bridges is a huge draw card for any health and wellbeing event.

## Client testimonials

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“ Wow! ... what a fabulous treat to hear Michelle Bridges speak today. The subject of diet and exercise is sometimes seen as dry & unrealistic, yet Michelle was inspirational and motivating and most of all, her tips were achievable! The health and well-being of our employees is a major business priority for the firm and our clients, and seeing Michelle so energised and passionate about what she does is further motivation to put her advice into practice.

- *PricewaterhouseCoopers*

“ We were very excited to secure Michelle as our special guest for the Brisbane Fitness and Health Expo and the results were amazing. For the entire duration of the Expo, Michelle signed autographs, had her photo taken and met literally thousands of her fans. There is no doubt that many Expo visitors just came to the event to see and meet Michelle. We were extremely pleased with the results and look forward to having Michelle involved in future events. One thing is for sure - Michelle can pull a crowd!

- *Brisbane Health and Fitness Expo*

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