



# TRANS FITNESS CONFERENCE

## 2016

Fitness For The Mind, Body And Spirit

# Media Kit

As Seen On:



ALJAZEERA AMERICA

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# OVERVIEW

The Trans Fitness Conference is a positive space where we highlight the diversity of the Trans community so that together we can rise above stereotypes and statistics. We annually open our doors and arms to all people in the Trans community to participate in a conference for all Trans identities exploring the topics that impact our lives daily.

To empower and unify our community, we create workshops and events in safe and supportive spaces that allow time to brotherhood, sisterhood and our shared community experience. We strive to give these individuals applicable tools to be empowered, well-rounded and fulfilled in order to reach their full potential in every area of their lives.

We are proud to have launched in 2014 the first historical bodybuilding competition for men of Trans experience.

# MISSION

Our first mission is **inclusion**: by embracing diversity in the Trans community, by focusing on what unites us versus what separates us and by bridging the gap between people based on age, sexual orientation, socio-economic background, religious affiliation, and more.

Our second mission is **empowerment**: We want to leave the attendees wanting more in their lives; expecting excellence while rejecting mediocrity; pushing themselves to become the change they want in their local community; and realizing that they have all the tools they need to succeed in every area of their lives.

# FACTS:

**Founded:** October 2012

**Slogan:** "Fitness for the mind, body and spirit."

**Hashtag:** #TransFitCon

**Focus:**

- Wellness
- Personal Development
- Spirituality
- Relationships
- Finances

**MEDIA:**

CNN: <http://www.cnn.com/2015/12/10/living/transgender-bodybuilding-competition/>

AL Jazeera: <http://projects.aljazeera.com/2015/11/trans-bodybuilding/>

More: <http://transfitcon.com/media>

**PHOTOS:**

<http://ftmfitnessconference.com/2014-photo-album/>

<https://www.facebook.com/ftmfitnessworld/photos/?tab=albums>

**VIDEOS:**

<https://www.youtube.com/watch?v=7XIV8mLwDGM>

<https://www.youtube.com/watch?v=rT2JuNi8ZoE>

<https://www.youtube.com/watch?v=FsTHaOYBpUc>

## **PAST ATTENDEES:**

With past themes like "Unified transformation" and "The warrior within you", we were able to not only attract influential people in the trans community but also bring in Trans people from a very diversity range of backgrounds which makes it one of the very few conference where age, religion, orientation, race, and socio-economical background doesn't matter. Everybody comes in as "me" and leaves as "us" because they understand the power of inclusion and unification.

### **This is what past attendees have said:**

"Leading up to the conference, I was anticipating a lot of fun, a lot of socializing, a lot of learning, and a lot of muscles. While there was an abundance of all of those things, there was also another element that I wasn't entirely anticipating; a lot of emotion. Meeting the people I met and hearing the stories I heard touched me in a way that I haven't yet figured out how to describe. From beginning to end, I was so incredibly touched by it all."

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"...I remember, now. I remember that I have been offered a rare and exciting opportunity in this life. I am occupying a space that many people don't get to. I am a part of a radical social movement. I am building myself from the ground up, physically, emotionally, and spiritually. And I am walking a path that only a few others walk. I remember, now, the importance of having a relationship with that small group of people."

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"You said something in your opening keynote about the three elements of a community. I recall them as being unity, a common vision, and service... You have given me an intangible but profound gift; the ability to remember who I am. And for that, I thank you."

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