

Brian Cannone's

CHANPIONSHIPS

We're the winners get more than just a Chicken dinner...

**The FitnessAtlantic.com Championships** is an independent fitness extravaganza combining Fitness, Bikini, Figure, Models, and Bodybuilding.

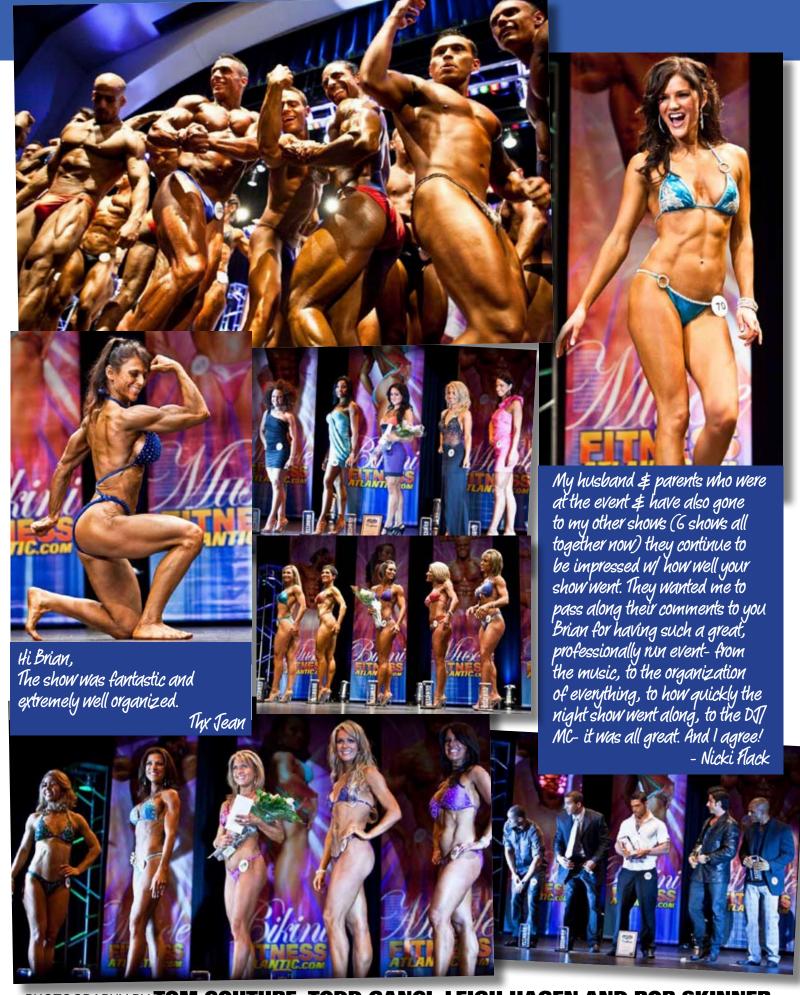
It is one of the largest non-sanctioned shows welcoming athletes from any federation.

While everyone is competing against one another, there is a level of camaraderie. It's not unusual to see competitors giving each other encouragement or some form of assistance. As you can see from the photos everyone is smiling and having a great time.

When you see first hand the complexity of a fitness show you gain an appreciation for the staff and promoter. The promoter for this show is Brian Cannone. Brian has chosen to do run just one show a year and that is the Fitness Atlantic Championships. By focusing on just one show each year it allows a promoter to really focus on the event and it shows in the details.

The Fitness Atlantic adds a unique twist to the evening show that gives ALL the competitors a chance to shine! With a consistently sold-out audience, national exposure and production standards designed to make every contestant feel like a star, the Fitness Atlantic show is like no other event you will ever witness! This is certain to be the most personally rewarding event you can enter.





PHOTOGRAPHY BY TOM COUTURE, TODD GANCI, LEIGH HAGEN AND ROB SKINNER

# Class of 2010 FITNESSATLANTIC.com





# Thanks to our Sponsors for our Goodie Bags and much more....



AS Research - Overall Champion One Year Supplement Contract http://www.1shoppingcart.com

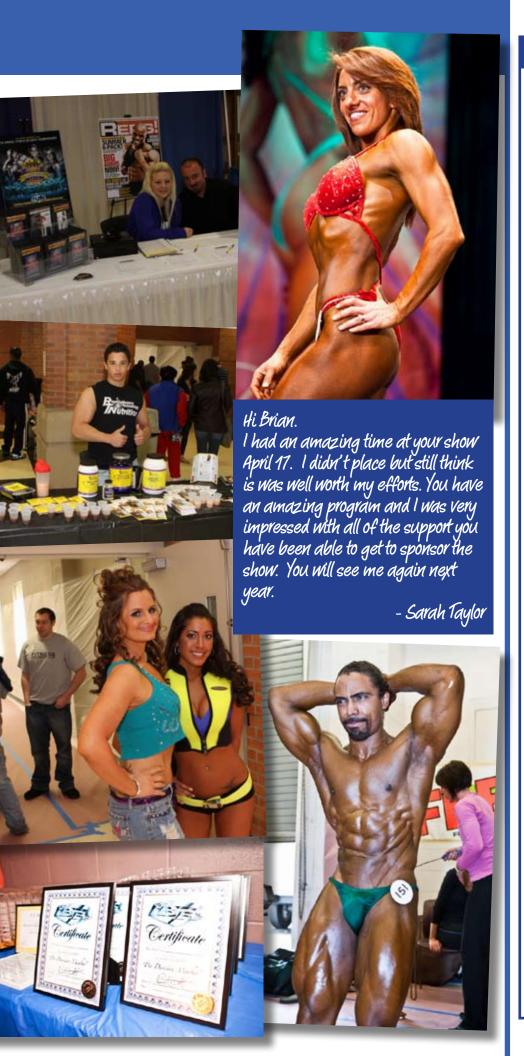


**SNI Global** <a href="http://www.sniglobal.com">http://www.sniglobal.com</a> 3 bottles - Glutemine, Creatine, and Branch Chain (\$15 x 200 = \$3000)



# Class of 2010 FITNESSATLANTIC.com





# Thanks to our Sponsors

## ORBITAPE BODY MASS TAPE MEASURE

3rd largest gift was from the Orbitape body mass tape measure retail \$15 each x 200 = \$3000







http://www.sequoiafitness.com

# Class of 2010 FITNESSATLANTIC.com Bikini Short Class



# Bikini Short







# 2010 FITNESS ATLANTIC BIKINI SHORT

April 17, 2010 East Haven, Connecticut

**PLACING** 

COMPETITOR

Tiffany Tillinger	1
Kelly Jimenez	2
Alicia Haraksin*	3
Julianne Lord	4
Brittany Coutu*	5
Andrea Berberian	6
Kerri Wilson	6
Pamela Fung*	8
Ella Steigler*	9
Kelly MacNeil *	10
Paulina Ciccone	11
Sheri Theroux	12
Kati Salowsky	13
Katie Vieira	14
Andrea Adelman	15
*Competing in more then one class	



## Thanks to our Sponsors

**Discount Supplements** -200 T-Shirts http://www.discountsupplements.com/

**NRGX Labs -** 200 T-Shirts http://www.nrgxlabs.com



**Max Muscle West Hartford -** 200 T-Shirts

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**Custom Trophies -** 111 trophies Top 5 in each class and Overall Winners (\$5000)



Muscle Insider Magazines - 200 magazines (\$1000) http://www.muscle-insider.





**Status Magazine -** Featured Athlete in Photo Shoot Full-Spread



# Class of 2010 FITNESSATLANTIC.com Bikini Medium Class



# Bikini Medium Class



### 2010 FITNESS ATLANTIC BIKINI MEDIUM

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Lori-Ann Marchese*	1
Megan Moon*	2
Jessica Halbert*	3
Ashley Hannan	4
Natalie Dudina*	5
Jaclyn Briggs*	6
Alisha Ceraso*	7
Melissa Wall	8
Amanda Whitney*	9
Amber Martinelli	10
Cat Zalewski	11
Jennifer Pierce	12
Danielle Baldwin*	13
Lisa LaRosa*	13
Emily Lind*	15
Annie Gauthier*	16
Melissa Lambert	16
Christina Quinonez	18
Tamiya Skinner	19







# Thanks to our Sponsors

**Status Magazine -** 200 copies of new issue (\$1000) <a href="http://www.statusfitnessmagazine.com">http://www.statusfitnessmagazine.com</a>



Fitness Atlantic Gym Bags - 200 Custom bags (\$2000)

**Mens Fitness Atlantic -** 75 Men's Sleeveless t-shirts (\$700)

Women's Fitness Atlantic - 100 Tank Tops (\$875) women in opening number received tank tops



#### NRGX Labs -

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200 - overdose

200 - raptor

200 - buff mother

200 - alpha maxx

200 - Got NRG T-Shirts (\$3000)

http://www.nrgxlabs.com



#### **Ultimate Nutrition**

200 - muscle juice samples (\$200) <a href="http://www.ultimatenutrition.com/">http://www.ultimatenutrition.com/</a>



# Class of 2010 FITNESSATLANTIC.com Bikimi Tall Class



# Bikini Tall Class

# oribet<mark>h Sm</mark>ith

# **FITNESS BIKINI TALL**

April 17, 2010 East Haven, Connecticut

COMPETITOR	<b>PLACING</b>
Nicki Flack	1
Stephanie Jacobs*	2
Madalena Dos Santos*	3
Loribeth Smith	4
Josette Karp*	5
Kacie Freer	6
Angela Palange	7
Webly Alfred	8
Tawny Clark	9
Caitlin McCann*	10
Allie Esposito*	11
Sarah Hoots	12
*Competing in more then one class	







## Thanks to our Sponsors



#### Max Muscle West Hartford (\$4000)

200 - magazines

200 - t-shirts

200 - shaker cups

http://westhartford.maxmuscle.com/



**Ostrim** (\$100)

200 - bite size meat sticks

http://www.protos-inc.com



Flexus Sports (\$100)

200 - 5-Tetra samples



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200 Oh Yeah Bars (\$500)

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**USP Labs** (\$8000)

200 Samples of OxyElite Pro (Our new super-thermogenic)

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200 Asteroid Stack manuals (\$39.99 value, full of nutrition and training info) http://www.usplabsdirect.com/

# Class of 2010 FITNESSATLANTIC.com Bikini Tall Class



# Bikini Tall Class









## 2010 FITNESS ATLANTIC BIKINI TALL

April 17, 2010 East Haven, Connecticut



COMPETITOR	PLACING
Katy Rice*	13
Tara Thatcher*	13
Elizabeth Shenk*	15
Elise Coffey	16
Jessica Bergenfield	17
Jennifer Nolte	18
Natalie Lichtenbert	19
Sonia Gomez*	20
Liz Adams	21
Bami Klein	22
Darcy LaPila*	23
*Competing in more then one class	

## Thanks to our Sponsors



**Sahale Snacks Nuts -** (\$200) 200 samples <a href="http://sahalesnacks.com">http://sahalesnacks.com</a>

Anabolic `` Innovations

Anabolic Innovations - (\$200)
200 each of 2 products
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**Supreme Protein -** 200 bars (\$500) http://www.supremeprotein.com/



**Eggwhites International -** (\$1000) \$50.00 Gift Certificates to All Class winners and \$20.00 Off coupon for 200 bags <a href="https://www.eggwhitesint.com">www.eggwhitesint.com</a>





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<mailto:loraine@topicalbiomedics.com>

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(\$200) we gave these
to the 4 people up for
Crowd Favorite Award
<a href="http://www.wellements.com">http://www.wellements.com</a>



# Class of 2010 FITNES SATLANTIC. COM Bikimi Classic



# Bikini Classic



10 Tyra Stokes



## 2010 FITNESS ATLANTIC

## **BIKINI CLASSIC**

April 17, 2010
East Haven, Connecticut
COMPETITOR PLACING

	. L/ (OIIIC
Pam Balick-Hynes	1
Gina Gesamondo	2
Jeanette Bandouveres	3
Dawn Gilday*	4
Jodi Harrison	5
Josette Karp*	6
Lisa LaRosa*	7
Kelly Burneson	8
Ella Steigler*	9
Tyra Stokes	10
Karen Vitale*	11
Anna Gibbons*	12
Sonia Gomez*	13
Gianna Miceli	14





## Thanks to our Sponsors

**TGanci Photo Shoot -** Gift Certificate Figure Overall Winner 2 hour studio shoot (225-250 shots taken) - (\$265 Value) providing ALL THE SHOTS the same day as shoot! Visit TGanci Web site to purchase your contest photos. www.tganci.com



#### **Big Bully Nutrition -**

3 Nitric Oxide 5000 Bars to each bag. Estimated retail value is \$22.32 per box. (\$1116)

http://bigbullynutrition.com/



## Muscular Development -

200 Magazines (\$1000)

http://www.musculardevelopment.com



**Ironman -** 200 Magazines (\$1000) http://www.ironmanmagazine.com



**Fight Magazines -** 200 magazines (\$1000) <a href="http://www.fightmagazine.com">http://www.fightmagazine.com</a>



# 4 Jaclyn Briggs\*

Maura Cullen

## 2010 FITNESS ATLANTIC FITNESS

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Jodi LeBeau*	1
Alicia Haraksin*	2
Jessica Halbert*	3
Jaclyn Briggs*	4
Tish D'Amore*	5
Caitlin McCann*	6
Maura Cullen	7
Julie Chapleau*	8
Kelly McNeil*	9
*Competing in more then one class	





# Thanks to our Sponsors



**VPX Sports -** 200 Redline drinks samples (\$1000) http://www.vpxsports.com

AS Research Supplements -

\$1200 in product for Mens Overall Champion

http://www.1shoppingcart.com

Celsius -200 Celsius drinks (\$400) http://www.celsius.com



Muscle Brownies - 200 brownies (\$400) http://www.lennylarry.com/





# Class of 2010 FITNESSATLANTIC.com Model Women



# Model Women







## 2010 FITNESS ATLANTIC

# **MODEL WOMEN**

April 17, 2010 East Haven, Connecticut

**PLACING** 

Brittany Coutu*	1	
Madalena Dos Santos*	2	
Lori-Ann Marchese*	3	
Pamela Fung*	4	
Allie Esposito*	5	
Alisha Ceraso*	6	
Natalie Dudina*	7	
Jessica Bergenfield*	8	
Amanda Whitney*	9	
Katy Rice*	10	
Elizabeth Shenk*	11	
Danielle Baldwin*	12	
Linda Leao	13	
Maria Frey	14	
Alison Bimba	15	
*Competing in more then one class		

# Thanks to our Sponsors

Muscle Milk - 200 Packets (\$400)

http://www.cytosport.com



Wellements - 200 bags of mixed minis and brochures
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<mailto:gconner@wellements.com>

#### **Thinkproducts**

Tina Payne
Sales & Marketing
Manager
<a href="http://www.ttp://ww.ttp://www.





## **Egg Whites International**

Jeff 'JD' Dowd National Sales Mgr.

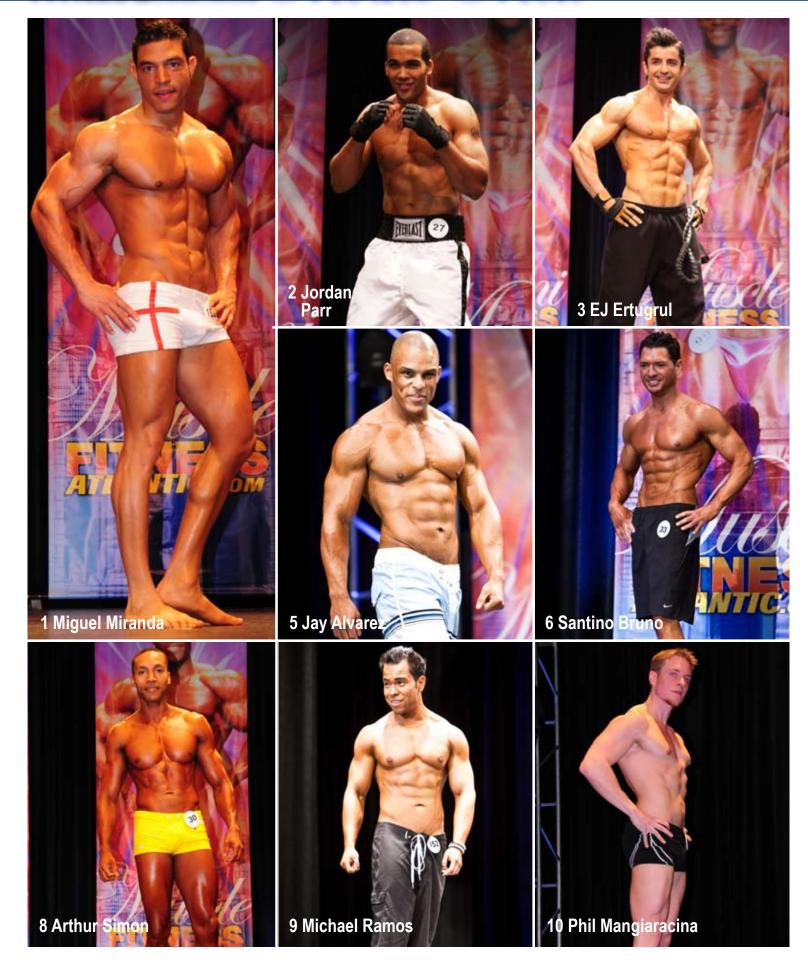
http://www.eggwhitesint.com/

**Muscle Pharm -**Samples of our newest UNRELEASED product MuscleGel,





# Class of 2010 FITNESSATLANTIC.com Model Men



# Model Men

# 4 William Miller

7 Paul DeRienz

## 2010 FITNESS ATLANTIC

### **MODEL MEN**

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Miguel Miranda	1
Jordan Parr	2
EJ Ertugrul	3
William Miller	4
Jay Alvarez*	5
Santino Bruno	6
Paul DeRienz	7
Arthur Simon	8
Michael Ramos	9
Phil Mangiaracina	10
40	

\*Competing in more then one class





# Thanks to our Sponsors



#### Supreme Protein Inc.

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http://www.usplabsdirect.com/

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Rob Moran Director of Sales and Operations

Email: Rob@Scivation.

com

http://www.Scivation.com/

**LÄRABAR -** 200 LÄRABAR samples (\$100)

casev.bowen@smallplanetfoods.com



# Class of 2010 FITNESSATLANTIC.com Figure Short Class



# Figure Short







## 2010 FITNESS ATLANTIC FIGURE SHORT

April 17, 2010 East Haven, Connecticut

She'ree Biros 1  Angela Sweet 2  Julie Chapleau* 3  Jodi LeBeau* 4  Alicia Luciani 5  Dominique Rougier 6  Ana Bartlett 7  Christine McCarthy 8  Sarah Taylor 9	COMPETITOR	PLACING
Julie Chapleau*  Jodi LeBeau*  Alicia Luciani  Dominique Rougier  Ana Bartlett  Christine McCarthy  3  4  Alicia Luciani  5  Christine McCarthy	She'ree Biros	1
Jodi LeBeau* 4  Alicia Luciani 5  Dominique Rougier 6  Ana Bartlett 7  Christine McCarthy 8	Angela Sweet	2
Alicia Luciani 5  Dominique Rougier 6  Ana Bartlett 7  Christine McCarthy 8	Julie Chapleau*	3
Dominique Rougier 6 Ana Bartlett 7 Christine McCarthy 8	Jodi LeBeau*	4
Ana Bartlett 7 Christine McCarthy 8	Alicia Luciani	5
Christine McCarthy 8	Dominique Rougier	6
*	Ana Bartlett	7
Sarah Taylor 9	Christine McCarthy	8
	Sarah Taylor	9
Amy MacKinnon 10	Amy MacKinnon	10
Dawn Gilday* 11	Dawn Gilday*	11





## Thanks to our Sponsors

#### **Advanced Research Press -**

Steve E. Blechman President/CEO,

Co-Publisher/Editor-In-Chief, FitnessRX for Men

Co-Publisher/Editor-In-Chief, FitnessRX for Women

sblechman@arp-ink.com

#### **Loraine Greene**

Director of Customer Relations loraine@topicalbiomedics.com

Rusk Inc. - 200 Rusk Hair Products -Styling Gel (\$500) Maria Hannon Director of Marketing Operations Maria Hannon@conair.com http://rusk1.com

#### Protos Foods, Inc. -

Marsha Koehler Customer Relations Manager E-mail <u>marshak@westol.com</u>

#### 5-Tetra -

Brian,

Nice work with the site and with your contest – I can see you put a lot of heart into it.

Great idea with beefing up the \$ for the competitor bags. I can send you samples of 5-Tetra with \$10 coupon off sale at Flexus Sports.

Talk soon,

Joe



## Snap Fitness Center -

One month gift certificates to http://www.snapfitness.com



# Class of 2010 FITNESSATLANTIC.com Figure Medium Class



# Figure Medium









## FITNESS ATLANTIC FIGURE MEDIUM

April 17, 2010 East Haven, Connecticut

DI ACING

8 Annie Gauthier	COMPETITOR	PLACING
741 TICE COLL	Shaliar Drew	1
	Brenda Barna	2
	Megan Moon*	3
	Tish D'Amore*	4
	Caryn Acevedo	5
	Karen Vitale*	6
	Stephanie Russo	6
	Annie Gauthier*	8
The state of the s	Emily Lind*	8
	Roseanne Venturino	10
	Awilda Cocco	10
	Amanda Crumb	10
10 Amanda Crumb	*Competing in more then one class	22

COMPETITOR

## Thanks to our Sponsors

#### Animal Pak -

200 protein packets \$200 http://www.animalpak.com

#### Gaspari Nutrition -

400 SuperPump 250 400 Size On 400 Cytolean 400 Plasma Jet (\$1000)

http://www.gasparinutrition.com





Revolutionary Technology Nutrition 200 protein packets (\$200) <a href="http://revolutionarynutrition.com">http://revolutionarynutrition.com</a>

#### **Elations**

200 boxes of Elations Drink joint supplement (\$400) http://www.elations.com

Chef Jay's Food Products
200 Tri-O-Plex sample bars (\$100)
<a href="http://www.chefjays.com">http://www.chefjays.com</a>



THANKS TO ALL MY SPONSORS

Brian Cannone

# Class of 2010 FITNESSATLANTIC.com Figure Tall Class



# Figure Tall



## 2010 FITNESS ATLANTIC FIGURE TALL

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Stephanie Jacobs*	1
Alyssa Rajcula	2
Michalann Dancause	3
Megan Luipold	4
Heidi Jones	5
Darcy LaPila*	6
Jennifer Olsen	7
Tara Thatcher*	8
Sonia Gomez*	9
Anna Gibbons*	10
Melissa Pelikan	10
Velma Garnes	12
*Compating in more than and along	

\*Competing in more then one class







7 Jennifer Olsen



# Thanks to our Vendor Booth Sponsors

Andee Swimwear LLC - Kim Beaudoin





**Fultons Fitness -**



Gedney Modeling Agency - http://www.thegedneyagency.com





Class of 2010
FITNES SATLANTIC COM O MUSCLE







## **JUNIOR MEN**

April 17, 2010 East Haven, Connecticut







3 Dennis Giacomucci\*

6 Phong Dang\*

5 Zachary Brown











# Muscle



## 2010 FITNESS ATLANTIC NOVICE LIGHT

April 17, 2010 East Haven, Connecticut

COMPETITOR	<b>PLACING</b>
Jeff Girard*	1
Steve Doughty*	2
Bill O'Donnell*	3
Chad Frazier*	4
Phil Dang*	5
Dave Williams*	6
Tim Moore*	7
Brian Rose*	8
Dylan MacLean*	9











# Thanks to our Vendor Booth Sponsors

#### Celsius -



Proteem Nutrition - <a href="http://www.proteem.com">http://www.proteem.com</a>





Max Muscle -





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FITNESSATLANTIC.com

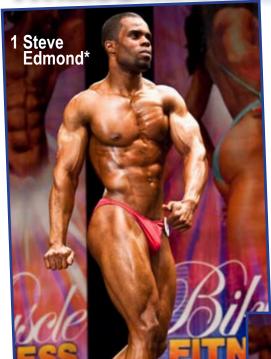
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Class of 2010

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## FITNESS ATLANTIC NOVICE HEAVY

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Steve Edmond*	1
Claudio Boni*	2
Jay Alvarez*	3
Raheem Green*	4
Tony Scaife*	5
*Compoting in more than one class	

\*Competing in more then one class

## 2010 FITNESS ATLANTIC GRANDMASTER MEN

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Robert Pocobello*	1
Dino Manchisi*	2

\*Competing in more then one class





Muscle









## 2010 FITNESS ATLANTIC MASTER MEN

April 17, 2010 East Haven, Connecticut



COMPETITOR	PLACING
Devone Pollard*	1
Michael Harris-Love*	2
Laimondo Trowell*	3
Paul Discipio*	4
Robert Pocobello*	5
Dino Manchisi*	6
Mike Costello*	7
Tony Scaife*	8
*Competing in more then one class	

## Thanks to our Vendor Booth Sponsors

BodyEvolver.com - Mike D'Angelo



Natural or Nothing Clothing http://www.naturalornothing.com -



Protege Cafe -



The Fitness Atlantic DVD booth -



Critical Bench - Webmaster Mike







# 2010 FITNESS ATLANTIC

## WOMEN

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Jeanne Marie Chartier	1
Tiffany Jackson	2
Patricia Sweeney	3
Shari Long	4
Sandra-Dee Headley	5
Liz LeGault	6

5 Sandra-Dee Headley

\*Competing in more then one class







# 2010 FITNESS ATLANTIC

BANTAMWEIGHT

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Chi Bang	1
Brian Roach	2
Dave Williams*	3
John Corden	4
Robert Pocobello*	5
Phong Dang*	6
40 " "	

\*Competing in more then one class

# Muscle



## Thanks to our Event Staff

#### **EVENT PRODUCER**

**Brian Cannone** 

#### **EVENT ADMINISTRATION**

Donna Poggio

# EXHIBITOR BOOTHS AND SPONSORS

Dave Eder

#### **DRUG TESTING**

Nurses Sandy and Mark Pulio

#### **MUSIC AND SOUND**

James Goldstein -

#### LIGHTING AND STAGE SET

Anthony lovene -

#### **MASTER OF CEREMONIES**

Andre St Clair

#### **BACKSTAGE EXPEDITORS**

Jerry Brimmer Ray Little Al Rodriguez Isaac Moore

#### **VIDEO PRODUCTION**

Bob Marini - New Dimension Cinema

#### **SECURITY**

Larry Dwyer Tom Lally James Dolney PJ Murray

#### **TICKET BOOTH**

Rich Cannone Robert Poggio



## Muscle





# 2010 FITNESS ATLANTIC LIGHT WEIGHT

April 17, 2010 East Haven, Connecticut

COMPETITOR	<b>PLACING</b>
Julio Diaz	1
Ed Mazzuchelli	2
Michael Harris-Love*	3
Laimondo Trowell*	4
Jeff Girard*	5
Dennis Giacomucci	6
Bill O'Donnell	7
Steve Doughty*	8
Phil Dang*	9
Yi Zhang	10
Chad Frazier*	11
Tim Moore*	12
Paul Discipio*	13
Brian Rose*	14
*Compating in more than one	ologo

\*Competing in more then one class



8 Steve

Doughty





## Thanks to our Event Staff

#### **JUDGES**

Donna Poggio
Deidre McKinnon
Sherry Carature
Amanda Mantello
Nicole Costa
Lenny Courtemanche
Kendall Mallory
Matt Johnson
Jeff Beckham
Dennis Ceparano
Hugh Ross
Sean Larson
Pam Apostolou

#### **PHOTOGRAPHERS**

Todd Ganci John Ryan Gerry Paquette Tom Couture Leigh Hagan Alan Barry

#### **MODELING AGENCIES**

Topher DesPres Gedney Modeling Agency North American Bodies

#### **GRAPHIC DESIGN**

Wade Robinson

#### **WEBSITE**

Mike Westerdal

Thank you Paul Dillett and the WBFF for Professional Status for winners

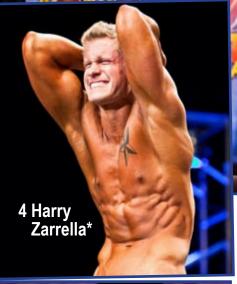


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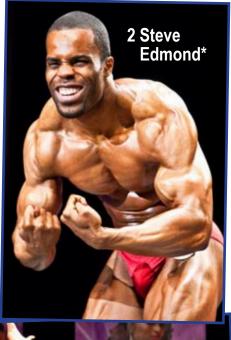








## Muscle







MIDDLE WEIGHT

April 17, 2010 East Haven, Connecticut

COMPETITOR	<b>PLACING</b>
Domingo Tanco	1
Mike Craven*	2
Claudio Boni*	3
Harry Zarrella*	4
Junior Miller	5
Raheem Green*	6
Mike Costello*	7

\*Competing in more then one class

## 2010 FITNESS ATLANTIC LIGHT-HEAVY

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Devone Pollard*	1
Steve Edmond*	2
Tony Scaife*	3

\*Competing in more then one class

# 2010 FITNESS ATLANTIC HEAVYWEIGHT

April 17, 2010 East Haven, Connecticut

COMPETITOR	PLACING
Edwige St. Juste	1
Dino Manchisi*	2

\*Competing in more then one class





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(Prejudging	+ Finals Included):
Qty	\$40.00

3. Fitness/Bikini/Model/ Figure
& Bodybuilding (three set DVD)
(Prejudging + Finals Included):

(i rejudging	· I IIIais IIIoiaac
Qty	\$60.00

DVD Ontions: D4

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Amount Paid				
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## Class of 2010 FITNES SATLANTIC.com



Fitness Champion Wins \$500 Cash, \$300 Photo Shoot, WBFF Pro Card

## Pro Card Winners









Womens Model Champion
Wins \$500 Cash, \$300 Photo Shoot,
WBFF Pro Card



Miguel Miranda Mens Model Champion Wins \$500 Cash, \$300 Photo Shoot, WBFF Pro Card





**She'ree Biros Figure Champion**Wins \$500 Cash, \$300 Photo Shoot,
WBFF Pro Card

## Class of 2010 FITNESSATLANTIC.com Behind the Scenes



Hi Brian and Donna,
I wanted to drop you a quick email to say
how fantastic I thought the show was.
Check in was so smooth. The expediters
back stage were awesome. Ray was
pleasure! (I have no idea how he kept his
smile on all day!) And how can we forget
the goodie bags!!! It was amazing and
I'm already looking forward to the next one.
You both did a fantastic job.
I loved the show!!! You both rock!!!
Best regards,
Gina G





## Class of 2010 FITNES SATLANTIC.com Behind the Scenes



Hi Brian, Thanks so much for the great experience at fitness Atlantic. It was my first time at a larger show and it was great to be around such a friendly and capable staff. I'll definitely be back next year! I had a great time!

- Kerri Wilson

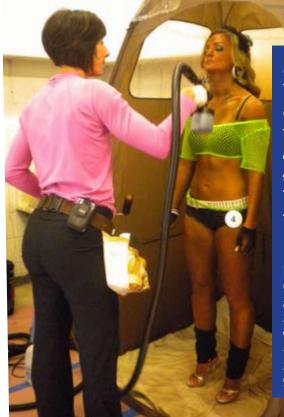


Thank you for allowing me the opportunity to be your official spray tanner again this year. I love being at your show because it offers something for every one.

Thank you again and I look forward to next year.

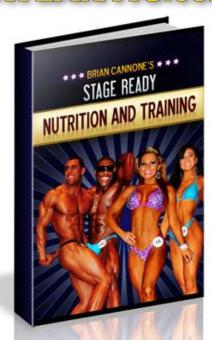
- Mary Beth Schlichte

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Competitors Use To Dominate Their
Competition and Land on The Cover
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FITNESSATLANTIC.com Behind the Scenes



## A.S. Research

Entitles contest winner to:

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April 17, 2010 through April 17, 2011

Rick Gray
Provident, A.S. Research

Brian Canna

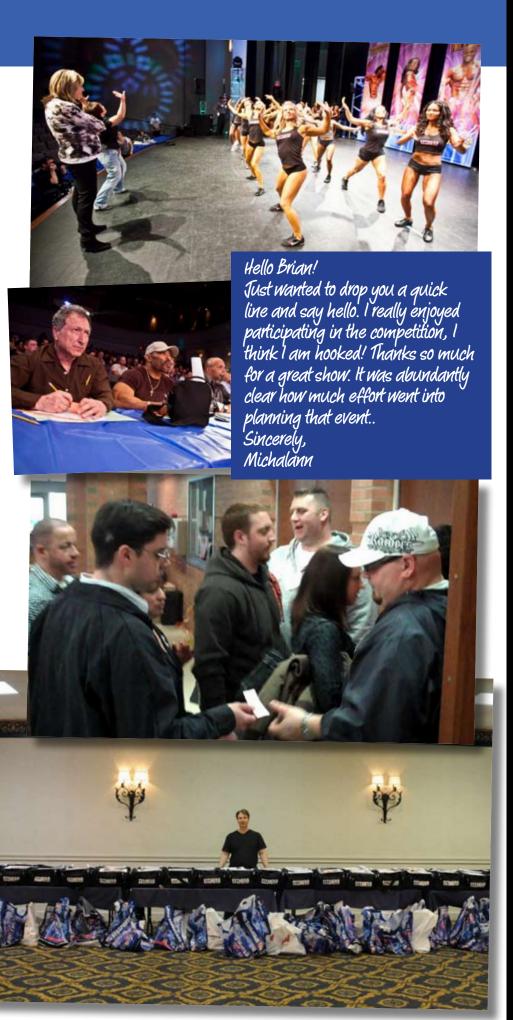


The show was such a success! I am honored to have placed second in the short figure division and still in shock quite honestly!!!! Hard work pays off! I am sure you are reflecting and are grateful for all of the long hours you put in as well. The competitors LOVED the show. It was VER! well organized and honestly, the best experience I have ever had...not only because of the win...but because of the overall relaxed, but excited feel of the show. Everything flowed and team was so precise.

Thank you again and I can't wait to

do it again! Angela Sweet





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# Elass of 2010 ELTNESSATLANTIC.com Letter from the Promoter

Dear Athletes, Sponsors, and Fans,

First off, I would like to thank the athletes who entered the 12th Annual Fitness Atlantic Championships. This event is entirely about the athletes and the commitment to their hard work and effort. The process of getting into competition condition with your physique takes months of dedication, determination and focus. I do my best in trying to provide the best experience in which you can showcase your efforts and have an experience that you are happy to be involved regardless of placement.

My approach and feelings about this event is that it is not only a sporting event but more of a way to motivate yourself and others to achieve results of loosing body-fat along with improving overall health. By competing in natural fitness events you push yourself to be in your best possible shape of your life. In fact, I truly believe that it is more about the results you gain then the trophy you may take home with you. This is an event that the contestants can't loose for it is their physique that is the trophy and the process of getting into great shape that is the reward.

Secondly, I would like to give all of the participating sponsors my heartfelt thanks for being part of the exposition and your gift donations. Our event was a huge success, in part due to your help. The goodie swag bags were a hot item with your gifts. Thank you for your generosity and your quality products!

I would like to thank the family, friends and fans that show up each and every year to fill the seats. We do our best to produce an event that keeps you entertained from the opening of the curtain to the award presentation ceremony. The focus of the event is to run on schedule and be fun for everyone.

And I cannot forget my wonderful event staff which are incredible friends and the judges, photographers, and everyone that is involved in making this show such a success each and every year.

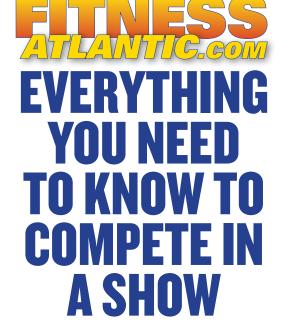
I look forward to seeing everyone again next season.

Sincerely,

**Brian Cannone** 

website: <a href="http://www.FitnessAtlantic.com">http://www.FitnessAtlantic.com</a>/
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by Brian Cannone

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