

GoodLife FITNESS®

OUR STORY since 1979 “Proud to be a part of your community”

- 1974** Injured in a motorcycle accident while at UWO; rehabilitation ignites Patch's life-long passion for fitness.
- 1979** Patch purchases his first club in London, ON
- 1983** GoodLife opens first “For Women” club in Peterborough, ON
- 1983-1993** GoodLife more than quadruples in size.
- 1993** Patch becomes the first President of Canadian Fitness Professionals.
- 1998** GoodLife Kids Foundation is created to inspire kids to get active.
- 1999** GoodLife opens first club inside Loblaw – growing to over 50 in next decade.
- 2000**
- Living the Good Life is published, surpassing 1 million copies by 2010
 - GoodLife Fitness reaches 50 clubs
- 2003** The Kilee Patchell-Evans Autism Research Group is established with donations surpassing \$4 million by 2010.
- 2005**
- GoodLife reaches 100 clubs across Canada
 - Patch awarded Most Innovative CEO of the Year, Canadian Business Magazine
- 2006** Patch Entrepreneur of the Year and inducted into International Entrepreneur Institute.
- 2007** Patch receives the Canadian Medical Association Medal of Honour.
- 2009**
- GoodLife reaches 275 clubs across Canada
 - GoodLife wins Canada's 10 Most Admired Corporate Cultures
 - Patch Chairs IHRSA Board representing fitness profession in 78 countries
 - The Real Sexy, Smart and Strong – an International Best Selling Book
- 2010**
- GoodLife earns Platinum status Canada's 50 Best Managed Companies
 - One in every 45 Canadians is a GoodLife Member
 - Patch wins CVCA Entrepreneur of the Year
- 2011**
- GoodLife maintains it's Platinum status Canada's 50 Best Managed Companies
 - GoodLife awarded Platinum, Canada's Top 10 Corporate Cultures award
- 2012**
- Patch receives an Honorary Doctor of Laws Degree at Western University
 - GoodLife Fitness collaborated with Peter Munk Cardiac Centre to improve Canadians' heart health: The \$5 million donation establishes The GoodLife Fitness Centre of Excellence in Cardiovascular Rehabilitation Medicine at UHN Hospital Group
 - GoodLife's COO Jane Riddell stars in Undercover Boss Canada
 - GoodLife awarded the Achievers 50 Most Engaged Workplaces™ in Canada
- 2013**
- GoodLife reaches over 300 clubs – Welcoming Extreme Fitness to the Family
 - Over 875,000 members – 1 in every 39 Canadians is a GoodLife member

OUR CORE VALUES: Caring, Trust, Integrity, Passion, Peak Attitude, Happiness and Personal Fitness.



David Patchell-Evans,
Founder & CEO

