



FOR IMMEDIATE RELEASE

## The World's Most Ripped Fitness Model - Obi Obadike Signed with INBF Canada

CALGARY, ALBERTA, CANADA (December 1st, 2011) - INBF Canada, one of the fastest growing drug-tested bodybuilding federations in the world, signs "The World's Most Ripped Fitness Model"- Obi Obadike as its spokes model and official show MC. We are very excited to bring Obi on board to help promote natural bodybuilding and fitness. INBF Canada's aim is to provide a forum for natural athletes to compete in a fair, drug free platform.

Some of the highlights that INBF Canada offers to the natural athlete are strict urine and polygraph drug-testing by ITR Polygraph at every show for the following divisions: Mr. Fitness, Best Body, Ms. Fit, figure and bodybuilding; media coverage via, inbfcanda.com and wnbfn.net websites, national and international magazines and social media outlets. And lastly, opportunities to advance to the Pro Level in the WNBFF, where over \$60,000 in prize money is awarded each year to natural athletes in bodybuilding and figure contests.

President of INBF Canada Mathew Park states, 'We are thrilled to have Obi on our team to help bring awareness and recognition to natural bodybuilding and fitness through INBF Canada and through his extensive fan base globally to help heighten and promote the organization.' INBF Canada will in turn help launch and promote Obi's signature Fitness Model Superstar workshops at each INBF Canada show."

The goal of Obi's workshop is to give all natural fitness competitors the skills to be a successful fitness model and entrepreneur in the fitness industry whether they are a bodybuilder, fitness model, figure or bikini competitor. The workshop is meant to help educate that competitor to give them the skills to help them to have a career and be successful off the stage.

Obi' has extensive experience as an international MC and we believe that having him as our official MC for all our shows will bring entertainment and enthusiasm to our annual events. Obadike, states "I am very excited to join the INBF Canada organization to help grow their organization as its ambassador. I am a huge public advocate for Natural Bodybuilding and Fitness Modeling and I hope to bring more awareness and exposure to the organization."

For more information about INBF Canada please go to [www.inbfcanda.com](http://www.inbfcanda.com)

### **About Obi Obadike**

*Obi Obadike has been on over 27 magazine covers in only 3 years in the fitness industry and has landed over 20 national commercials spanning since he was 18 years old. He has arguably been one of the top two most published male fitness models internationally since 2009 and is one of the most recognized fitness models in the world. He is viewed by many people in the fitness industry as one of the top three male fitness models in the world. In 2010 he was FMI 'Fitness Model of the Year' and he signed with Muscle-Pharm that year as its fitness face and sponsored athlete. He is a fitness expert columnist for more than eight different fitness magazines globally and he is also a columnist for [bodybuilding.com](http://bodybuilding.com). The readership of his fitness expert columns globally per month is more than 7 million people per month. Featured in the internet encyclopedia Wikipedia as one of the most famous people whose family originates from West Africa along with NFL Pro Osi Umeniyora, NBA Pro Emeka Okafor and two-time Golden Globe nominated actor Chiwetel Ejiofor as well many other notable West African public figures.*

*He is a former top Division I sprinter at Cal State Fullerton during his tenure at the university he broke ever major sprinting record there. He is considered one of the greatest sprinters to ever compete at the university. He held the title as the fastest man in school history for a five period and attained athlete of the year honors during his 2nd year there. Although he has been known as an athlete his whole life he is a big advocate for education. He holds two bachelors and a Masters degree. He completed both his B.S and M.S degree in a record time of 3 years and graduated Cum Laude in both of those degrees respectively. He has an innate passion to educate, inspire and motivate people globally to attain their fitness goals the natural way with no drugs. For more information about Obi Obadike please go to [www.obiodadike.com](http://www.obiodadike.com)*

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