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FOR IMMEDIATE RELEASE

From Pro Locker Rooms to Amateur Gym Bags: NHL, NFL and CFL Pro Trainer Launches trü Performance Nutrition, a Professional Athlete-Approved Natural Supplement Line



TORONTO – May 6, 2011: After 5 years of experimenting with different supplements to meet his pro athlete clients' extraordinary needs, NHL, NFL and CFL trainer and nutrition consultant **Bryan Marshall** launches **trü Performance Nutrition**, a natural supplement line specifically designed for athletes. Endorsed by several pros including the NFL's **Andy Fantuz (Chicago Bears)** and the NHL's **John Carlson (Washington Capitals)**, **trü Performance Nutrition** will launch at Canada's largest fitness expo, the **Toronto Pro SuperShow** on June 17th, 2011 at the **Metro Toronto Convention Centre**.

"I have been working with Bryan for the last few years and his training and nutrition plan have helped transform me into a stronger, healthier and leaner hockey player. I highly recommend **trü Performance Nutrition**," said **John Carlson**, player for the **Washington Capitals**, **2010 World Junior Champion** and **2010 Calder Cup Winner**.

Now available for sale online, **trü Performance Nutrition** is free of dairy, gluten and artificial sweeteners and produced to the highest possible manufacturing standards. The line consists of three stand-alone products: **trüEssentials**, **trüEnergy** and **trüRecovery** - each groundbreaking in their respective supplement categories yet designed to be combined for optimum results.

"The unique formulations that comprise the **trü Performance Nutrition** line have helped my clients break through plateaus and reach new personal bests. All athletes - from novice to pro - want to be the best they can be, so it was important for me to make this product accessible to everyone looking to reach their true potential," said **Bryan Marshall**, four-time Ontario weightlifting champion and owner of **trü Performance Nutrition**.

trüEssentials is a highly-concentrated multi-vitamin and antioxidant formula that contains more than 30 essential nutritional ingredients and vitamin-mineral-trace elements including beta-carotene, natural vitamin E, high-potency B-complex and bio-available calcium and magnesium.

trüEnergy is a pre-workout nutritional support formula proven to increase energy and improve focus when taken prior to training or competition. It provides essential nutrients including a combination of alpha-GPC, L-tyrosine and B vitamins.

trüRecovery is a post-workout formula rich in micro-nutrients and antioxidants to defend against the damaging effects of exercise. It contains high quality vegetable proteins, high Glycemic Index carbohydrates and patented nutrient blends to help manage cortisol and blood sugar levels that are critical to recovering from strenuous activities.

trü Performance Nutrition was designed for athletes, by athletes and proudly supports Canada's amateur athletes.

For more information, please visit: www.truperformancenutrition.com

The **trü Performance Nutrition** supplement line is available at select health food stores and online at www.truperformancenutrition.com.

Available for Interviews: **Bryan Marshall**, owner, **trü Performance Nutrition**

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