

# WeAreAll Essential.ca

## IS THE HEALTH OF CANADIANS A PRIORITY OR NOT?

FOR IMMEDIATE RELEASE  
January 7, 2022

After two years of government measures to “curb the spread” we are now faced with a real health crisis: the mental and physical health of adults and children has never been worse.

Instead of promoting measures to improve our wellbeing, personal fitness and enhance our immune systems, governments across the country continue to shut down the very facilities that support our health, regardless of the data which continues to indicate little to no community transmission in these areas.

We Are All Essential will not stand for the continuing deteriorating of our mental and physical health caused by these non-sensical measures.

Starting Monday, January 10th, expect to see fitness facilities open up in coordinated non-compliance across the country with the support of this small business empowerment network.

Fitness IS Essential and if policy makers aren't willing to make it a priority, the people of Canada have no choice but to engage in a true Fitness Rebellion.

We Are All Essential has supported close to 1700 small businesses across different industries to know their rights so as to protect their businesses and the overall wellbeing of Canadians since October of 2020, with the greatest success rate achieved in the Fitness industry.

We look forward to welcoming all the new members joining us in the coming days and weeks as we continue to stand united for health, freedom and the future of our children. We will not stop until all businesses are deemed essential!

We encourage media to reach out to us to for comments on this critical initiative:

Fitness Is Essential.

Vladislav Sobolev  
Founder