

Message from the Founder, Dr. Michelle Unrau



Greetings and thank you for your interest in TaikoFit! Hopefully, you are here because you are looking for a solution. Maybe the problem is a sedentary lifestyle or too much stress. Or maybe you are simply looking for something fun & different. You may be looking on behalf of a friend or loved one, your students or yourself. Whatever your reasons, it is my hope that TaikoFit, with its unique blend of Japanese-inspired drumming & aerobics, can help move you in the right direction.

I created TaikoFit in 2002 as a gift to the fitness community. I wanted to be able to give my instructors and participants a low-cost, easy to implement program that was fun, exciting, & innovative but without the big 'price tag' that we are encountering all-too-often these days.

As a longtime fitness professional and manager, I've noticed a disturbing trend in our industry. Instead of supporting each other and freely sharing new ideas, fitness and education professionals are increasingly pressured to pay for the 'privilege' of helping inspire our society to fitness! On an almost daily basis, we are being bombarded by costly registration & certification fees, workshops, and annual conferences--all promoting the latest and greatest fitness fad. Each one hoping to charge the instructor hundreds to thousands of dollars to become 'certified' to teach their specialized program. This is a tough thing to swallow for instructors, most of whom teach fitness as a part-time labour of love. Often, their pay barely covers the annual costs of keeping certified and insured. Similar issues exist in the education profession where ever-tightening school budgets require more creative and simple solutions to address our children's fitness needs.

Fitness is supposed to be about inspiring wellness and reducing barriers to participation for **everyone**. It's supposed to be more about giving rather than greed. I'm concerned these basic ideals are being lost to commercialism by making viable options financially inaccessible to both instructors and their participants. We needed an option. A high-quality, exciting new program that, hopefully, would help instructors get their participants back-on-track without emptying their pocketbooks to do it. So a few years ago, I took an idea I was working on, TaikoFit, and decided to gift it to the fitness community.

TaikoFit is taking us back to basics. It's intended to remind us that fitness doesn't need the glitz of major marketing or equipment to be fun! It is a reminder that the ideals of accessible, affordable health & fitness do not need to lose out to rampant commercialism. The problem of growing obesity and sedentary lifestyle **can** be solved if we remember to focus on what is really important: removing barriers & inspiring hope. With these ideals in mind, TaikoFit is given freely with **kandai** (generosity without expectation), to all those truly interested in helping people get fit. Classes and workshops are provided for low-to-no-cost to help make these ideals a reality.

So, are you fired up yet? Ready to inspire your community to fitness? I hope so, because there are many people who are waiting for your energy to make a difference to their lives.

Hajime! (Let's go!)

Sincerely,

Michelle Unrau
Founder, TaikoFit the drumming workout

Do your little bit of good where you care; it's those little bits of good put together that overwhelm the world!
--Desmond Tutu

PS - If you **like** this message, please share it with others! Word-of-mouth is a big way news about our program spreads! Pass along this message to other fitness professionals & educators who share your ideals and we'll help them get started too!