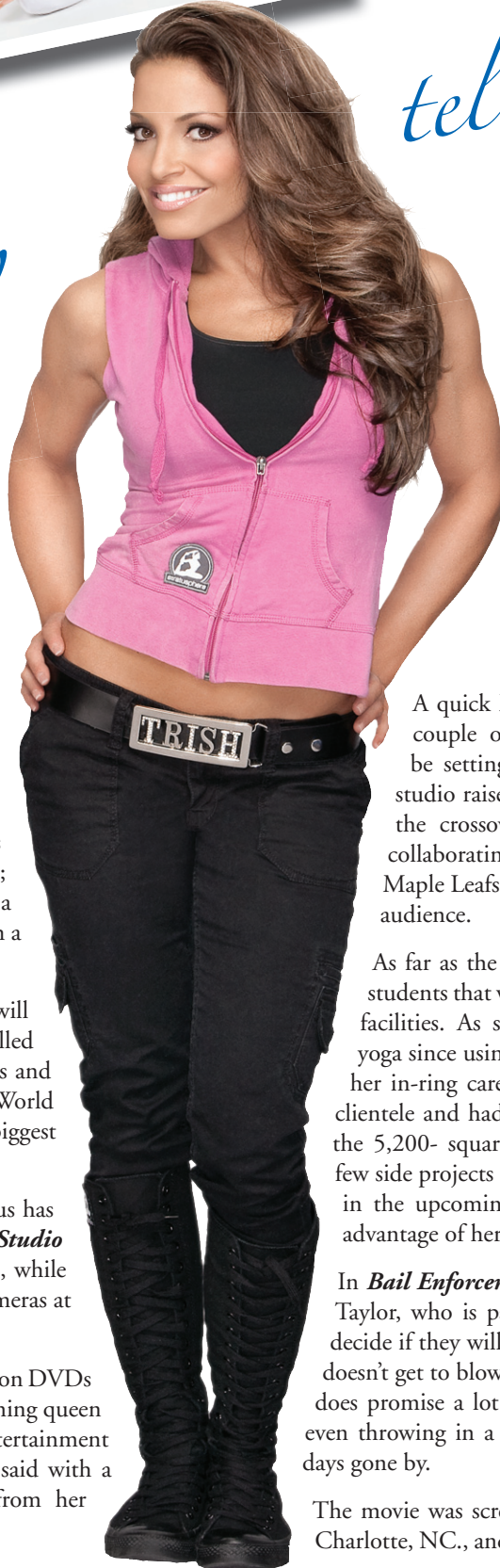


*Fitness  
model.*



*Star of  
television and  
silver screen.*

*Professional  
athlete.*



**T**hose able to make a living at any of these dream jobs can attribute much of their success to their physical attributes, be it athletic or esthetic in nature.

But what separates franchise players from their peers is their eye for the mechanics of the environment; a student of the game who knows how to seize a moment to stand out from their surroundings with a statement that commands attention.

And if a moment doesn't present itself, they will create it. Take Trish Stratus, a person who excelled in all three of the above-mentioned job categories and walked away from an amazing six-year run with World Wrestling Entertainment during one of the biggest booms in the industry.

Life following a larger than life persona for Stratus has been anything but quaint. Her *Stratusphere Yoga Studio* in Vaughn is one of the region's staple businesses, while Stratus herself has the profile that is adored by cameras at public speaking or media events.

With her pinup looks ready for circulation this fall on DVDs and movie posters, York Region's eternal homecoming queen has become a hot ticket in both the worlds of entertainment and fitness. "I'm building an empire here," she said with a hearty chuckle during a telephone interview from her studio.

A quick look at her portfolio of work over the past couple of years would indicate Stratus may not be setting an unrealistic goal. The opening of the studio raised a lot of interest in the practice itself and the crossover marketing that followed – including collaborating with both the Argonauts and Toronto Maple Leafs - helped Stratus bring the exercise to a new audience.

As far as the business itself, it was an easy sell for yoga students that were tired of driving to Toronto for adequate facilities. As someone that has preached the virtues of yoga since using it to repair a herniated disc that once put her in-ring career in question, Stratus knew the needs of clientele and had successfully catered to their wants within the 5,200- square-foot building. She's been able to land a few side projects that helped her branch out, such as her role in the upcoming independent action film that takes full advantage of her physical skills.

In *Bail Enforcers*, Stratus plays the lead female role in Jules Taylor, who is part of a team of bounty hunters trying to decide if they will sell a bail jumper for a million dollars. She doesn't get to blow up anything in the action film, but Stratus does promise a lot of bare-knuckle blows being exchanged – even throwing in a few wrestling holds that she picked up in days gone by.

The movie was screened back in April at ActionFest 2011 in Charlotte, NC., and there is talk of entering the film in festivals



over the next few months leading up to a theatre release later this year.

Her involvement in the project paved way for the next logical step Stratus needed to take to enhance her yoga brand, which documents an unexpected twist to the exercise. Part of Stratus' research for the film included learning her character's training methods for combat, which over time began to seep into her yoga routine. She noticed that adding resistance in portions of her workout met toning needs which and was doing wonders giving her noticeably more tone in her arms.

Stratus knew she was on to something when the exercise became a hit with instructors and students at her studio, so she decided to film a Stratusphere series of yoga DVD teaching the fitness.

There have been opportunities in the past for similar projects, but Stratus said she had declined because it would have simply been going through motions as opposed to offering something personalized. "I've never felt right about just throwing my name on something," she said. "This to me was something I truly developed. I can speak for it because I know that it works because it's what I do."

A preview of the routine could be seen earlier this year when Stratus realigned herself with WWE for its' reality television program, WWE Tough Enough. The seven-time women's champion – along with other industry names in Booker T, Bill DeMott and "Stone Cold" Steve Austin - acted as mentor/trainers for wrestling hopefuls competing for a contract with the company.

Stratus weaved elements of her yoga into the schooling of the apprentices, particularly in areas playing up the importance of physical fitness. The program delivered solid numbers for the network during its 10-week

run and as of press time for this publication, there has been positive talk on reuniting the coaches for another season.

To help build interest in TE, Stratus made her in-ring return for an angel culminating at this year's WrestleMania, the grandest stage of the industry. In one of the more high-profiled match on the card, she teamed with Nicole Polizzi, aka Snooki from MTV's Jersey Shore, in a special attractions match that garnered a lot of mainstream media attention.

Stratus said she will continue with getting involved in outside projects that allow her to spread her gospel on physical fitness and well-being. Recently, she has aligned herself with At My Best, a national program where athletes interact with school children to encourage a healthy way of living.

"Getting involved at this level is really exciting for me because it's Obviously something I live and breathe," she said. "And to be able to reach out to kids at such a young age (Kindergarten to Grade Three) it's a great opportunity for them to learn lifelong fitness habits."

Trish will continue to deliver her message but on a wider scale this fall with the expansion of her brand Stratusphere as she launches her yoga fitness line in retailers across Canada this fall. This will mark the debut of her DVD workout as well as series of unique yoga accessories she designed.

Follow Trish's '*Stratusphere Living*' approach via twitter @trishstratuscom where she offers diet & fitness advice or visit: www.TrishStratus.com