



AN OPEN LETTER TO ALL CBBF MEMBERS

The Canadian Body Building Federation (CBBF) supports Canadian amateur athletes.

In 1946, Ben and Joe Weider founded the IFBB International (IFBB) in Montreal, Canada along with the Canadian Federation of Bodybuilding (now called Canadian Bodybuilding Federation). The CBBF and its provincial affiliates have supported Canadian amateur athletes for over 70 years by providing athlete education, training seminars, funding programs, judging seminars and a robust calendar of tiered competitive events nation-wide.

On September 17th, 2017, the IFBB announced that it no longer sanctioned the National Physique Association (NPC), the US equivalent to the CBBF, and its parent company, the IFBB Pro League. On

KEY POINTS:

- The CBBF is a not-for-profit whose only interest is the welfare of athletes.
- The CPA is a for-profit organization with a primary goal to make money for its shareholders.
- CBBF athletes can earn pro status and compete internationally within IFBB International structure.
- Canadian athletes can choose to compete in either or both organizations.

Allowing athletes to crossover into multiple divisions is a cash grab that's not in athletes' interest.

October 22nd, 2017 Ron Haché President of the CBBF/IFBB affiliate Ontario Physique Association (OPA), announced that he had been appointed President of a newly formed organization, the Canadian Physique Alliance (CPA), which has ties to these US companies. He went on to state that the OPA would be withdrawing their membership from the CBBF and transferring the organization to the newly formed CPA. This was decided without a vote of the OPA membership. Understandably, this announcement has caused confusion in the industry and the future of the sport in Canada.

The CBBF operates under the IFBB International (Amateur Federation) in Canada. The CBBF will continue to sanction their three National Events. In 2018, these events are the IFBB International Events Qualifier on May 19th in Laval QC, the Bikini, Men's Bodybuilding & Classic Physique Nationals on July 14th in Laval QC and the Women's Bodybuilding, Figure,

Fitness & Physique Nationals (date to be determined). Each of these events will be awarding Elite Pro Cards for the IFBB Elite Pro Division. In addition, the CBBF will continue to provide funding for athletes to the three IFBB World Championship events held internationally.

The CBBF remains committed to Canadian Amateur athletes. What is important is for athletes to know and understand is what these changes mean for 2018 and beyond.

Non-Profit vs For Profit organizations

The CBBF is a registered non-profit sport association incorporated under the Canadian Corporations Act. It is member-based and governed by a Board of Directors. The CBBF operates under a strong governance model with rules and regulations and a mandate to work in the best interests of its members, the athletes.

The CPA is a for-profit based organization that is owned by shareholders. It is not required to operate within set guidelines and rules nor does it have a governance structure. The CPA can make the rules as it sees fit and to the benefit of the shareholder(s) and owner(s) of the company. It is not a membership-based organization.

Canadian athletes should not be impacted by a lack of understanding of how these seemingly complicated and, perhaps to some, unimportant nuances. The dream of a pro card and the Olympia may be short-sighted as it won't be until afterwards that athletes will realize the implications of their choice.

Misleading Information on Social Media: Truths, half-truths and untruths

Statements made during the CPA presentation by Ron Haché did not present a clear picture of both organizations. There are many questions that remain unanswered. The information below will clear up some of the confusion created in recent weeks. The CBBF is committed to transparency and full disclosure by supporting Canadian amateur athletes with information that will assist them in making the decision that is right for them.

The following statements were made in the CPA presentation on Sunday October 22nd:

Statement 1: The CBBF can no longer offer IFBB Pro Cards:

Half-truth.

The IFBB International suspended the NPC/IFBB Pro League therefore the pro cards under this organization are no longer available to CBBF athletes. The **IFBB International** awards the **IFBB Elite Pro Card**. This card entitles Elite Pro athletes to compete and be ranked amongst the top athletes in the world.

All current Canadian IFBB Pro League cardholders can attain an IFBB Elite Pro Card with no membership fee in in 2017 thru 2018 season. For further information on converting your current IFBB pro card to an IFBB Elite Pro Card, contact the CBBF.

Statement 2: There is no competition structure of the IFBB Elite Pro league in North America

Untruth.

Currently, there are three IFBB Elite Pro shows in Canada as well as one scheduled for the US in 2018. Qualifying events for the Elite Pro Level are the International Event Qualifier and the two CBBF National events. In addition to the shows in Canada, qualified CBBF athletes are free to travel internationally to compete at Elite Pro qualifiers around the world.

Statement 3: A membership-based system will be in place for the New CPA

Half-truth.

A for-profit organization, such as the CPA, is a business and is not membership based in the sense that Canadian athletes are accustomed to. The “membership” is a fee to join the CPA that entitles an athlete to compete but there are no voting rights associated with the fee. Members of the CPA will not have a vote or a say in how the CPA is run. All CPA shows are promoter driven, with no organizational structure or athlete support from the CPA.

In contrast, the CBBF and its Provincial affiliates are not-for-profit organizations. Members of a provincial association can exercise their right to vote if they do not like the direction their association is taking. They can also rely on support in terms of education, funding and opportunities to compete regionally, provincially, nationally and internationally.

Statement 4: CPA competitors can cross to all divisions.

Truth.

As with the NPC, the CPA will allow athletes to compete in more than one division (i.e., an athlete can compete in bikini and figure and physique and bodybuilding all in one show). This is a pay-to-play format that does not benefit the competitor. It is a CPA business decision to exploit athletes and not in the best interests of the competitors. The benefactors are the promoters and ultimately the shareholders of the CPA. The result of this decision leads to unclear judging criteria for each division within the CPA.

The CBBF does not allow crossovers between divisions. There is a different look required for each division. Competitors are judged fairly in the class and division to which they belong. The CBBF’s mandate is to support amateur sport in Canada and **it does not profit from athletes.**

Statement 5: The CPA’s initial plan was to allow any competitor to compete at pro-qualifiers regardless of their qualifications. This decision has been reversed. There is now a qualification structure in the CPA.

Truth.

Due to most of the provincial associations committing their support to the CBBF, it was evident to the CPA that their business model had to change to compete with the solidarity. This was a CPA business decision, not a decision made in the best interests of the athletes.

Additional important information the CBBF wants to share

The desired outcome of this letter is to give athletes the information required to make their own decision. Athletes may choose one organization over the other or choose to compete in both. The important message is that the CBBF is a national organization with international support. Athletes have a choice.

International events worldwide are only open to qualified IFBB Amateur athletes. CPA athletes’ placings will not qualify for these events. These events include but are not limited to the Ben

Weider Legacy Cup (multiple locations around the world), Arnolds (multiple locations around the world) and the 2019 Olympic Pan American Games.

The CBBF is committed to providing:

1. Athlete education
2. Training & posing seminars
3. Funding programs through Provincial Associations and the CBBF
4. Judging seminars and a judging pool that consists of judges across Canada.
5. Qualified, certified International judging pool for Elite Pro events worldwide.

In contrast, the CPA offers handpicked judges and is controlled by the NPC's needs driven process and business model.

The CBBF is fortunate to have many good people throughout Canada that are supportive of its mandate. We are a committed team, providing leadership to amateur athletes in Canada. The CBBF will weather the changes and challenges in front of us.

Together, with the support of our Provincial Associations, the CBBF will continue to provide a valuable option for Canadian amateur athletes competing regionally, provincially, nationally and internationally.

The CBBF – Putting Our Athletes First