



293 Harvard Drive • Port Moody, BC, Canada V3H 1S9 • p. 604.644.9971  
www.progressivehealth.ca | www.afx-online.com

For Immediate Release: April 3, 2012

## **Skateboarding Legend Tony Hawk Selects AFX for Annual Treasure Hunt**

Port Moody, BC - Progressive Health Innovations Inc. is stoked to announce that AFX – Ankle Foot maXimizer, has been selected by skateboarding legend Tony Hawk to be part of the annual Tony Hawk Treasure Hunt (THTH).

THTH started on a whim in 2008 when Tony was driving to work one day and he decided to hide a skateboard behind a bush in a cul-de-sac, and he then send a message via Twitter about the location. Since then it has become a social media phenomenon. Buzz is already building among his 2.9 million+ followers on Twitter as they hope to find one of the over 100 caches that will be hidden all over the globe on April 15.

"We are thrilled that AFX is going to part of this incredible event,' said Matt Ferguson, Progressive Health's President and CEO. "Tony Hawk is not only a legend in skateboarding, but he is also renowned for his charity work and how he gives back to the community and his fans. To be included in THTH is truly something special."

### **Quick Facts About Tony Hawk Treasure Hunt**

*Date:* April 15, 2012

*# of Twitter followers Tony has:* 2,946,619

*# of Caches for 2012 THTH:* ~100

*Locations:* Exact coordinates released the day of the event, but boxes will be in Canada (multiple caches in Vancouver!), United States, United Kingdom, Australia, South Africa & across Continental Europe.

*Contents:* has included video games, skateboards, bikes, helmets, electric guitars, clothes, gear, food and of course: AFX!

### **For More Information Contact:**

Matt Ferguson, President & CEO,  
Progressive Health Innovations Inc, Ph. 604.644.9971

### **About AFX & Progressive Health Innovations Inc.**

[www.AFX-online.com](http://www.AFX-online.com) / [www.progressivehealth.ca](http://www.progressivehealth.ca)

Progressive Health Innovations Inc., is a Vancouver-based health technology company that develops user-friendly and affordable products for the athletic training, rehabilitation and sports medicine markets. The first product line launched is the AFX – Ankle Foot maXimizer, a foot and ankle-strengthening technology currently used by pro sports teams (NFL, NBA, NHL, MLB, & MLS), Olympians, leading training and physical rehabilitation facilities, and the military.

### **About Tony Hawk**

[www.TonyHawk.com](http://www.TonyHawk.com)

Tony has won numerous awards, including Make-A-Wish's Favorite Male Athlete, Teen Choice Awards' Choice Male Athlete and Nickelodeon's Kid's Choice Awards' Favorite Male Athlete. From video games to skateboards to online media to clothing to world tours, Tony has dominated the action-sports market with his laid-back style and is the most recognized action-sports figure in the world. Tony gives back to the subculture that has given him so much. His Tony Hawk Foundation has donated more than \$3.2 million to more than 450 skatepark projects throughout the United States.

