

# PRESS KIT

▶ Jesse Benson



# ABOUT JESSE BENSON

Jesse Benson is the founder of Fit Integrated Wellness and NPTA With over 20 years experience training clients and trainers in Vancouver, BC. Growing up in Timmins, Ontario, Jesse discovered his passion for fitness early on, transforming his life through dedication and resilience. Jesse is committed to transforming lives and fostering a healthier, more purposeful community.

He was featured in more than **12 publications**.

With over a **decade** of experience, Jesse Benson empowers clients through holistic wellness strategies.

His online reputation rate has **increased from 25 to 65**

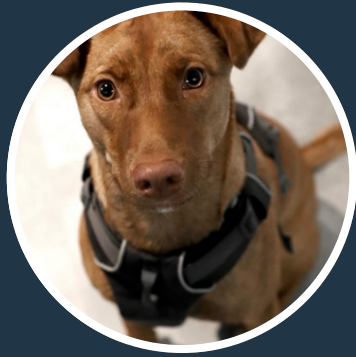


## JESSE BENSON

# MY FAMILY



**Gaezelle Benson**  
Wife



**Nova**



# INTERESTS & SPORTS

- **Hard Enduro Riding**



- **Clay Shooting**

- **Hockey**



# JESSE'S MANDATE

To make Personal training  
accessible to everyone



# PROVIDING TRUE VALUE TO OTHERS

**Jesse Benson's mission** is to inspire and empower, guiding individuals to overcome life's challenges and achieve holistic well-being. Through compassionate coaching and evidence-based solutions, he fosters physical and mental health, resilience, and personal growth. Jesse envisions wellness through integrated fitness, nutrition, and mindset shifts for a balanced and purposeful life. His ultimate goal: guiding others toward healing and transformation, helping them rebuild with purpose and integrity.


His ultimate goal: guiding others toward healing and transformation, helping them rebuild with purpose and integrity. In addition to his mission, Jesse has successfully opened and acquired gyms, received the Impact Magazine Top Trainer Award 2024, and been recognized as a featured instructor in 2019 and trainer in 2020. He also won the Business Resilience Awards in 2022 for his outstanding leadership and dedication to the fitness industry.

# ARTICLES PUBLISHED

- [Why Holistic Wellness is the Future of Fitness: A Case Study on Fit Integrated Wellness](#)
- [Unlocking Your Physical Potential: The Jesse Benson Method](#)
- [The Mind-Body Connection: A Glimpse into Jesse Benson's Wellness Philosophy](#)
- [Emotional and Physical Well-being: The Twin Pillars of Jesse Benson's Fit Integrated Wellness](#)
- [Jesse Benson in Bridging the Gap Between Healthcare and Fitness](#)
- [Stand: The Impact of Sedentary Behavior and the Journey of John, the Executive Who Ditched Sitting](#)
- [Jesse Benson: Environment's Impact on Health, Fitness, Diet](#)
- [Revolutionizing the Fitness Landscape: Jesse Benson Unveils a Decade-Long Vision for Holistic Wellness in Personal Training](#)
- [Transforming Fitness Centers into Healthcare Allies: The Innovative Approach of Jesse Benson, Health Coach, and Gym Owner](#)
- [Champion of Change: Jesse Benson Earns Top Fitness Award 2024](#)
- [Breaking the Sedentary Routine: Jesse Benson on Unlocking The Power of Movement and Activities](#)
- [Jesse Benson Beyond Workouts: Personal Trainers' Vital Role in Holistic Health Management](#)
- [Building Better Habits: Developing a Fit Lifestyle Can Build The Right Mental Attitude for Health, Life and Success](#)
- [Impact Magazine Top Trainer of 2024](#)
- [2022 Resiliency Award by Impact magazine](#)

ATLANTA WIRE News Business Entertainment Entrepreneur Lifestyle

## Breaking the Sedentary Routine: Jesse Benson on Unlocking The Power of Movement and Activities



World Reporter

BUSINESS ENTERTAINMENT POLITICS SPORTS HEALTH WORLD US

## Champion of Change: Jesse Benson Earns Top Fitness Award 2024

WR World Reporter Staff

May 16, 2024 Business



NEW YORK WEEKLY

World Education Entertainment Politics Business Entrepreneur Science Health Technology Contact Search





Photo Courtesy: Barry Calhoun Photography

Health

## Jesse Benson: Environment's Impact on Health, Fitness, Diet

NY Weekly Staff

May 17, 2024 8:06 pm



## Transforming Fitness Centers into Healthcare Allies: The Innovative Approach of Jesse Benson, Health Coach, and Gym Owner



# TV INTERVIEWS

- [Park City TV](#)
- [On Location](#)
- [NASM](#)

# PODCASTS

- [Cesar Espino | You Can Overcome Anything](#)
- Richard | The Hero Show Interview
- [April Chavez | The Wellness Driven Life Show](#)
- [Earning 6 to 8 Figures: Jesse Benson's Success Story - Overcoming Challenges & Achieving Dreams](#)
- [Strong Mind, Strong Body | Rise from the Rock Bottom: Building Back After Loss](#)

# MY BUSINESSES

**FITIN**  
INTEGRATED WELLNESS

**J | B**  
JESSE BENSON







## ABOUT

National Personal Training Academy (NPTA) is a leading academy dedicated to providing comprehensive education and training in personal fitness and wellness. As a distributing partner of the National Academy of Sports Medicine (NASM), we offer a range of NASM certifications and specializations.

# MISSION

At NPTA, our mission is to revolutionize the fitness industry through innovative education, fostering a supportive community, and empowering individuals to achieve their highest potential. We are committed to delivering cutting-edge learning platforms that blend the latest advancements in health and wellness with a strong emphasis on community and collaboration. By cultivating a nurturing environment and providing exceptional resources, we enable our students to transform their careers, inspire others, and lead the future of fitness with confidence and competence.

# VISION

Our vision for National Personal Training Academy is to become Canada's leading personal training academy, dedicated to empowering fitness professionals with unparalleled resources and opportunities for growth and excellence.

# CORE VALUES

Innovation  
Community  
Empowerment





# J|B

JESSE BENSON

Renowned figure in the fitness and wellness industry, serving as the Owner of Fit Integrated Wellness and the National Personal Training Academy (NPTA). In 2024, Jesse was honored as Canada's top fitness trainer, a testament to his dedication and expertise. Additionally, Jesse is celebrated for his athletic prowess, having claimed the title of Hard Enduro Champion in 2022. Through his leadership at Fit Integrated Wellness and NPTA, Jesse has transformed the landscape of fitness education and training, inspiring individuals to pursue healthier lifestyles and achieve their fitness goals. His passion for wellness and his commitment to excellence continue to leave an indelible mark on the industry and those he serves.

# MISSION & VISION

To mentor the next generation of fitness leaders

# COACHING SERVICES

Weight Loss Coaching  
Fitness and Wellness Coaching



# FITNESS FOR ALL SOCIETY

The dream of starting Fitness For All Society aims to make fitness and wellness accessible to everyone, regardless of their background or financial situation.

This non-profit organization seeks to provide resources, support, and opportunities for individuals to improve their health, fostering a healthier, more inclusive community.

Discover more about this inspiring vision in an exclusive interview [here](#).

# CANADA'S TOP FITNESS TRAINERS



## WINNER OF CANADA'S TOP FITNESS TRAINER CLASS OF 2024

**IMPACT**  
MAGAZINE



### JESSE BENSON | 39

Owner of Fit Integrated Wellness Vancouver  
Vancouver, B.C.

📍 FIT.INTEGRATED | 📱 FIT INTEGRATED

📷 BARRY CALHOUN

With two decades in the fitness industry, Jesse Benson aims to accommodate all clients' needs, from creating 30-minute personal training sessions to offering online coaching, and now, leading an integrated health and fitness facility. "My life is devoted to personal training, with a belief in making clients' needs the 'North Star' of decision-making," he says. "Elevating our industry isn't about new trends—it's about mastering the fundamentals and prioritizing comprehensive client care."

*"My career embodies holistic well-being, emphasizing strength, resilience and lasting positive change."*

# RESILIENCE AWARDS



## 2022 RESILIENCY AWARD BY IMPACT MAGAZINE

2022  
BUSINESS  
RESILIENCE  
AWARDS

IMPACT  
MAGAZINE

THIS CERTIFICATE OF RECOGNITION IS PRESENTED TO

**Fit Integrated Fitness Studio**



**BUSINESS RESILIENCE AWARDS 2022**

We are pleased to honour those in the health, fitness and sports industry who have embodied the definition of strength and resilience with this special award.

ELAINE KUSPER  
Publisher & Editor-in-Chief, IMPACT Magazine

### Fit Integrated (formerly Fit in 30) Fitness Studio, Vancouver, BC

As a multidisciplinary company, Fit Integrated facilitates health and wellness in a flexible and professional environment. Whether you are experienced or just beginning your journey to health and wellness, they are committed to helping everyone elevate their health. Although there were many hardships due to the pandemic, Fit Integrated used the lockdown to remodel the business and rebrand.

Back in 2018, Fit Integrated had already fully integrated online training, taking away some of the stress when the pandemic closed its doors. With the pandemic, the online platform went from 5 per cent of the business to 75 per cent.

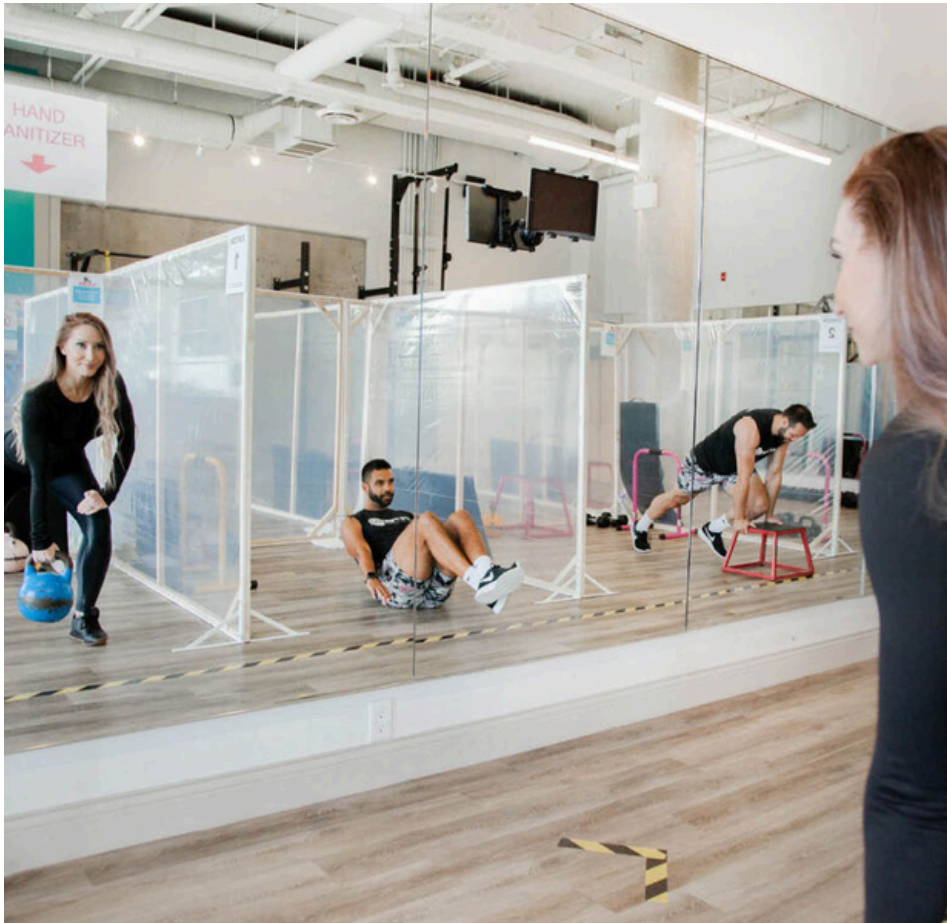
With their "train safe" model, the trainers at Fit Integrated were able to safely return to the gym, resulting in zero COVID-19 traces or cases. However, when the building that Fit Integrated was located in sold due to pandemic-related financial stress, they were faced with another challenge.

It was the goal of the team to innovate the business and expand their services with the relocation. They expanded from a 1500 sq. ft. studio to a 5000 sq. ft. facility and were able to introduce physiotherapy, registered massage therapy and active exercise therapy. Fit Integrated was conceptualized during the pandemic and was forged through challenging times. The pandemic created an opportunity to provide a place of healing through an integrated fitness approach, allowing the team to be closer to the community than ever before.

"Winning this award validated my core belief in my business and strengthened my commitment to the fitness industry, a journey I started 20 years ago," said Jesse Benson, the owner of Fit Integrated. "In the words of Winston Churchill, "Success is not final; failure is not fatal. It is the courage to continue that counts," and I'm going to keep going and inspiring."



# TRAIN SAFE FEATURE IN IMPACT MAGAZINE FOR FIT IN 30



## COVID-19'S IMPACT ON THE FITNESS INDUSTRY

**Brenda Drew**

How gyms and fitness studios are adapting to a new normal from the pandemic.

[\*\*READ MORE\*\*](#)

# TOP 24 MOST IMPACTFUL COACHES OF 2024

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coach360  
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You've been  
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**TOP 24 MOST IMPACTFUL  
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everfit  REFLECT H Y R O X

To vote or nominate, you must be following @coach360news.

NOMINATED FOR **COACH**  
**360** TOP 24 MOST  
IMPACTFUL COACHES.

This recognition highlights my commitment to excellence in coaching and the positive impact I've made on my clients' lives.



# MY CHARITY INITIATIVES



**By donation community classes**



Jesse's philanthropic efforts radiate warmth and compassion. For eight years, he has hosted free or donation-based community classes, provided health and fitness workshops for underserved communities, and raised funds for local causes. In 2022 alone, Jesse donated over \$10,000 to charities such as Boat for Hope, The B.C. Children's Hospital, Tour de Cure, Give a Breath, and Rise and Shine Uganda—a charity dear to his heart. His unwavering commitment to community well-being exemplifies his admirable qualities.

# PEOPLE AND CAUSES THAT I SPONSOR



## HEROES UNLEASHED CROSS-CANADA RIDE

**Cause:** Little Warriors Canada

**Charity:** Little Warriors Canada is a national charitable organization dedicated to the prevention and treatment of child sexual abuse. They offer educational programs, resources, and support to affected children and families.

**Undertaking:** Matt Devine is undertaking a cross-Canada cycling journey to raise awareness and support for Little Warriors Canada. His ride symbolizes a powerful commitment to addressing child sexual abuse and encouraging others to contribute to this crucial cause.





## JILL YONEDA'S WORLD RECORD SWIM

**Cause:** Support for Canuck Place Children's Hospice

**Charity:** Canuck Place Children's Hospice provides palliative care and support for children with life-threatening conditions and their families, including medical care, emotional support, and respite services.

**Undertaking:** Jill Yoneda, a 43-year-old competitive swimmer from Victoria, is undertaking two extraordinary swims in support of Canuck Place:

- August 3rd: Jill will swim 70 km from Nanaimo to Sechelt and back, completing the first-ever double crossing swim across the Georgia Strait.
- August 9th: Jill will attempt her third Swim for Courage, aiming to break a record with a 60-hour, 109 km swim across the Georgia Strait to raise funds for Canuck Place.



# FIT INTEGRATED WELLNESS TEAM SUPPORT

Fit Integrated Wellness proudly supported **Matt Devine** and **Jill Yoneda**:

- **Matt Devine:** Provided online training programs, certifications, and personalized coaching from Jesse Benson to ensure Matt was well-prepared for his cross-Canada ride.
- **Jill Yoneda:** Offered tailored online training, certification, and coaching from Jesse Benson to help Jill prepare for her world record swim and the double crossing challenge.

Our commitment to supporting these heroes underscores our dedication to resilience and community impact. We are honored to contribute to their incredible journeys and amplify their efforts for positive change.





# COMMUNITY CLASSES

## TO DATE WE HAVE RAISED \$50,000 IN DONATIONS

The community classes have been running since 2016 and during covid all community classes continued running online .



# COACHING SERVICES PAGE

- **1 on 1 coaching Rates**

Pricing

- \$500/hour
- \$250/30 minutes

- **Book a complementary discovery call**

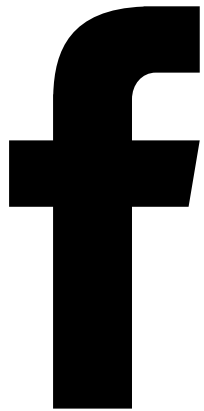
- **Public speaking and workshops**  
*(email for more info and pricing)*

## Contact

✉ [info@jessebenson.ca](mailto:info@jessebenson.ca)

☎ (778) 386-4774

# SOCIAL LINKS

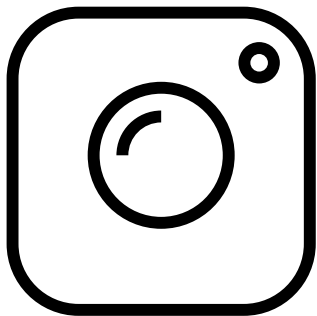


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[Facebook.com/fit.integrated](https://www.facebook.com/fit.integrated)

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[Facebook.com/nptacanada](https://www.facebook.com/nptacanada)



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[Instagram.com/npta\\_canada/](https://www.instagram.com/npta_canada/)

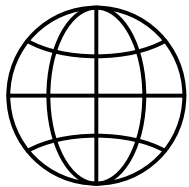


[Youtube.com/@FitIntegrated](https://www.youtube.com/@FitIntegrated)



[Linkedin.com/in/jesse-robert-benson/](https://www.linkedin.com/in/jesse-robert-benson/)

## WEBSITE LINKS



<https://www.jessebenson.ca/>

<https://www.fitintegrated.ca/>

<https://www.npta.ca/>

## PHOTOS AND AWARDS



[ACCESS HERE](#)



Jesse grew up in Timmins Ontario and starting lifting weights at 13 years old. Picture of Jesse at 17 years old at Octagon Fitness gym. Location Timmins Ontario Canada.



# 2010



Jesse founded Fit in 30 minutes in 2010 and it was Canadas first 30 minute training model.

Jesse, an Independant trainer working at Executive lifestyles living the personal trainer dream earring 100k working 25 hours a week. Vancouver BC



Fitness Mentor was **Mike Castillioux**



Business Mentor was **Roger Proctor**



Life mentor my dad **Gary Benson**



Spiritual mentor **John West**



# BUSINESS STORYLINE

# BUSINESS STORYLINE



## 2012

Opened first gym fit in 30 minutes in 2012. Most profitable fitness model on the market. Generating 250k net profit in 900 sq studio. Located Vancouver BC.

## 2015

Expanded and relocated the gym in 2015. Generated 1 million in sales in 1500 sq. Located Vancouver BC.



## 2021

Relocated and expanded gym because of covid in 2021 and rebranded to **Fit Integrated Wellness** 2021. Located in downtown Vancouver in partnership with Amacon development.



# BUSINESS STORYLINE



## 2022

Opened second **Fit Integrated Wellness** in 2022. Located in Edmonton AB.

## 2024

Founded **Jesse Brand**.



Founded **NPTA**.

## 2025

Fit Online scheduled launch

