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## Sweat with Sidney

**Hockey star's workout website scores big for Halifax media company**

By BILL POWER Business Reporter  
Sat. Jan 10 - 5:38 AM

A home-based media production company in Halifax experienced the power of Sid the Kid with the launch of an interactive website featuring the hockey great that attracted 120,000 hits in its first week.

"We knew it would get a lot of attention, but this is really something," said Evan Jones, who operates Stitch Media out of his Allen Street home.

"It's exciting to have an immediate reaction like this. Things usually build a bit slower in this business."

Stitch Media designed the Workout with Sidney Crosby interactive website (sidneycrosby.sympatico.msn.ca), which was timed for release at the beginning of the year — a time when many people begin exercise programs.

The site takes the viewer into the gym with one of the NHL's greatest players and his strength trainer Andy O'Brien, as they work on a new set of exercises each week. Reebok is a sponsor of the project.

Mr. O'Brien is the strength and conditioning coach for the Florida Panthers and the founder of Kinetic Performance and the Atlantic Sport Science Institute. He began training Sidney Crosby when the hockey player was just 13 years old.

Stitch Media was recently recognized at the Banff World Television Awards. The company works with traditional creators to produce cross-media promotions and distributed narratives.

The website says the exercises are suitable for all people, regardless of what sport they play and regardless of skill level. It allows users to track their progress and share their results with friends.

( [bpower@herald.ca](mailto:bpower@herald.ca) )

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