



Dr. Cory Holly is the Founder & President of the Cory Holly Institute. As Canada's Ambassador of Sports Nutrition, Health & Fitness, and recipient of the 2003 CHFA Sports Nutrition Hall of Fame Award, Cory's objective is to strengthen sports nutrition awareness worldwide and bridge the enormous gap that exists between nutrition and fitness.

Dr. Holly has competed in a great variety of competitive sports including hockey, soccer, football, basketball, lacrosse, wrestling, track & field, tennis, badminton, volleyball, triathlons, running, swimming, diving, gymnastics, handball, rowing, Tae Kwon Doe, boxing, bodybuilding and power lifting.

He was awarded Athlete of the Year in both Junior High and Senior High School. Dr. Holly competes as a Masters athlete in natural bodybuilding and track and field (hammer thrower) and was a GrandMaster Silver Medalist at the 10th Annual 2007 INBA Natural Olympia in Greece.

As a health professional, teacher and mentor, Dr. Holly is committed to helping people integrate optimum nutrition, functional exercise and natural health products into their daily lives by providing them with the educational resources they need to accomplish this. To this end he created the Certified Sports Nutrition Advisor (CSNA) online education program. Dr. Holly has performed 1500+ public lectures and has personally visited over 5000 gyms and health food stores on six continents. His personal research interests include the influence of nutrition on genetic expression, fatty acid biochemistry, psychoneuroimmunology, exercise physiology and human motivation.

Dr. Holly was born in Calgary, Alberta in 1957 and has been active in both the natural health food and fitness industry since 1975. He completed his Doctor of Naturopathy degree at Clayton College of Natural Health. Dr. Holly studied exercise physiology and biochemistry at Western Washington University and apprenticed at the Colgan Institute of Nutritional Science. He studied holistic nutrition at the Wild Rose College of Natural Healing, Aryurvedic medicine in Mumbai, India, botanical medicine in Lima, Peru and homeopathic medicine in Baden-Baden, Germany.

Dr. Holly has travelled throughout the world in search of nutrition, health and fitness knowledge. He has lived among, worked and spent significant time with many native and aboriginal people in over 60 countries. A tip of his iceberg travel experiences include fishing in Fiji, surfing in Costa Rica, trekking in the Peruvian Andes, river rafting in New Zealand, exploring stalagmite caves in Israel, hitch-hiking on the road to Damascus, snow skiing at Whistler Mountain, 'squatting' in London, wandering aimlessly through India, chasing Kangaroos in Cairns, scuba-diving in the Red Sea and hanging loose in Maui. Through it all Dr. Holly has logged data, recorded his experiences and paid close attention to what was eaten, how it was prepared and various forms of indigenous physical activity and sport.

Dr. Holly has made several TV and radio appearances and has lectured at the University of British Columbia (UBC), Simon Fraser University (SFU), The University of Victoria (UVic), Trinity Western University (TWU) and hundreds of health shows, fitness symposiums and trade conventions. Dr. Holly is a regular columnist and Member of the Board of Advisors for VISTA Magazine Canada.



In 1992, Dr. Holly pioneered the nutritional trend of adding flax seed oil and other fresh living omega-3 oils to protein shakes. He has formulated over fifty sports nutrition health supplements. In January 2007 he coined the term “emoducation” which was accepted by the Merriam-Webster Dictionary as an official English word. In the exercise field, Cory has three original exercises credited to his name, Holly Shrugs, Holly Snowboard Rows and Holly Reef Walker Calf Raises.

On behalf of the Canadian Health Food Association (CHFA) Dr. Holly formed the Sports Nutrition Advisory Council (SNAC). As Chairman of this council Cory led a team of twelve council members to unify and strengthen sports nutrition education awareness through seminars, course development, newsletters, event promotion and regulatory support.

Above all Dr. Holly promotes a philosophy of Do No Harm and Stay Out of Harms Way. He integrates fitness and nutrition including dietary supplements as a reliable science and therapy for natural healing and achieving optimum health. Dr. Holly believes the struggle within is by far the greatest war to overcome. Achieve peace within FIRST is his mandate. Charity begins at home. Home is where your heart is. Optimize personal health first then spend your time and energy trying to save the world.

Dr. Holly is married to Tracy Kaye Holly. Together they have two daughters, Daisy Marie and Ruby Elizabeth, one son Michael James, and one granddaughter, Olivia Jane. All are fit, active and enjoy eating natural whole foods. Dr. Holly continues to travel and lecture throughout the world promoting sports nutrition, anti-aging, health and fitness education. To serve others is his best medicine...

**Dr. Cory Holly has been instructed, mentored and inspired by...**

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|--------------------|--------------------|------------------------|-----------------------|
| Dr. Michael Colgan | Dr. Terry Willard  | Dr. Ronald Schmid      | Arnold Schwarzenegger |
| Dr. R. H. Rogers   | Dr. Bernard Jensen | Dr. Robert Mendelsohn  | Gene Roddenberry      |
| Dr. Paavo Airola   | Dr. Lendon Smith   | Dr. Carlton Fredericks | Steve Reeves          |
| Dr. Matthias Rath  | Dr. Elson Haas     | Dr. Emmanuel Cheraskin | Jack LaLanne          |
| Dr. Linus Pauling  | Dr. Jeffrey Bland  | Dr. Lendon Smith       | Earl Nightingale      |

*Pursue Health... and Performance will Follow!*



[www.coryholly.com](http://www.coryholly.com) 1-866-433-1595 [info@coryholly.com](mailto:info@coryholly.com)