



Tash Weddle is the Co-founder and CEO of The New Beginnings Center (TNBC), a nonprofit founded by and for women as a haven for building physical strength and mental resilience while breaking down barriers in preventative healthcare. Not only is Tash entering her 10th year with TNBC, which serves over 500 women and offsets over \$1,000,000 in healthcare savings annually, but she is also the owner and operator for TNB-Fitness, a women-only personalized training studio.

While TNB-Fitness serves women of any age at market rate values, it also donates 20% of all client fees to TNBC's scholarship program as a sustainable corporate enterprise. To date, TNB-Fitness has fully funded 400 women to receive the life-changing services TNBC provides at no cost to them. This contribution totals \$400,000 with expectations to continue financially supporting TNBC indefinitely at the same rate, despite the financial losses from the COVID-19 pandemic.

As a Master Strength Coach, the highest honor that can be achieved in the profession, with over two decades of experience in strength training, health education, and holistic nutrition, Tash has personally coached over 2,000 clients across all demographics of sports, ages, abilities, financial backgrounds, and physical limitations.

As a fierce, lifelong advocate for women, Tash continues to tear down financial, racial, generational, and systematic inequalities that disproportionately affect women in her community through proactive healthcare. Breaking past the glass ceiling, Tash is taking her community of strong women with her to reaching their highest physical, mental, and emotional potential, and rooting herself in the belief that everyone deserves a new beginning.