

CELEBRITY TRAINER & FITNESS ADVOCATE

HEALTHY HABITS | WELLNESS | FITNESS | TEAM BUILDING



NYC - NEW YORK - USA

MAURICE TALTON

MEDIA KIT



A passion for guiding people of all ages through their wellness & fitness journey, **Maurice (Mo) Talton is the person everyone turns to** when they're ready to get serious about their health. Mo's dedicated over two decades of supporting & encouraging clients of all ages, teammates, **A-List celebrities and Pro-Athletes** from all over the world. As a **global health & wellness influencer**, Mo's commitment to healthy habits has made him one of the most sought after physical trainers in the world appearing alongside **Dr. Oz, Oprah Winfrey, & Men's Health** magazine. His ability to guide audiences from beginners to expert level to **reach fitness goals, while having fun** and continue the commitment towards optimum health is the reason why so many trust and turn to him.



## CONTACT

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## SOCIAL

**25M+**  
Social Media  
Verified Influencer

## AS SEEN ON

ABC | CBS | NBC | CNN | BET  
OWN | MTV | MTV2 | VH1 | ESPN  
BRAVO | CSPAN | Men's Health



## THE GREATEST WEALTH IS YOUR HEALTH

There's no doubt that the global shift towards health & wellness has proved to be a phenomenon that's here to stay, but for **Maurice (Mo) Talton**, it's much more personal; this is a lifestyle he was born to live. Mo found his love for sports, fitness and a healthy lifestyle while growing up in Bronx, New York where he was introduced to baseball, basketball, and football at a young age. Mo focused on **developing core skills like agility, strength, endurance, flexibility, power, speed, coordination, balance and accuracy** in the concrete jungle. Through neighborhood, community and coordinated sports clubs Mo stood out for being an **extremely disciplined and methodological athlete** at a very young age. While other kids his age required extensive motivation, Mo was different. Mo was **self-motivated and made it a priority to train** every single day. His previous day record was never good enough, and with this mentality, he earned the reputation among his peers and coaches of being the **"Mo" in "Mo-tivation"**!

Fast-forward to high school, and Mo landed a spot on the football roster for August Martin High school in South Jamaica, Queens. As he **continued to develop and excel in his athletic ability**, he continued a very high level of expectation and self-motivation in every aspect of his life. His athletic ability and discipline helped anchor his drive for **education, balance and developing good citizenship in the community**. While in high school, he led his team to break division records.

Mo continued his love for football throughout college and eventually had an opportunity to tryout for **The NY Jets NFL** team. Through his experience of continuous training, Mo quickly developed a reputation among college and pro-athletes worldwide as **a trusted resource to help develop athletes**. For Mo, the opportunity to train, guide and **motivate people to help reach their wellness** goals was a dream job that he's continued for decades.

His enthusiasm, professionalism, and nurturing spirit is the reason that he's landed some of the most **exclusive-high-profile clients in the world like Don Lemon, Yandy Smith, Ilyasha Shabazz, Vera Wang, Mona Scott Young, Derek Flemming, Tutan Reyes, Sharif Finch, Bill Welle, Camille McDonald, Larry Fitzgerald, Pete Durkovic and pro-athletes**. Mo has also collaborated with big brands like **NFL, Latinos That Run, EGL Magazine, Love & Hip Hop New York, The Dr. Oz Show, Oprah's 2020 Vision Tour, The Today Show with Hoda and Jenna** among others.

**"I'M MORE AFRAID OF FAILURE, THAN BEING MOTIVATED BY SUCCESS" - UNKNOWN**

## PRODUCTS

### Mo2Go

Fresh Juices, Juice Packs

### Mo2Go Meals

Meal Planning, Healthy Meal Service

### MoTovation

Online Support & Lifestyle Community

## SERVICES

### Private In-Person Training

Private personal training at client's location

### Private In-Person Training at 2 Legends

Private in person training at health club

### Open Gym + Custom Workout Plan

Customized monthly workout plan

## COMMUNITY IMPACT

**The Youth Takeover Project** A 501c3 non-profit focusing on breaking the cycle of obesity

**Health & Wellness Fairs** Guided group training and activities for audience of all ages

**Speaker Series** Guest speaker for fitness + health and wellness awareness events in schools, colleges, health clubs, recreation centers, community events, galas, talk shows & podcasts

**Special Events** Health Club Endorsements, Workshops, Adult Camps, Boot Camps, Ribbon Cutting

**Wellness Advisor** Appointed as the Global Health & Wellness Advisor for online communities



## AREAS OF FOCUS & EXPERTISE

### CERTIFICATIONS

Vertimax Trainer  
Certified TRX Instructor  
Certified Yoga Instructor  
Certified Kettle Instructor  
Yoga Teacher Training 2017  
Certified Performance Coach  
Expert Rating Certified Trainer  
Certified Parrillo Performance 2  
National Academy Sports Medicine

DBC- Level 1  
NASM Certified 2  
Biomechanics 2019  
2014 Awakened Warrior

### SUBJECT MATTER EXPERT

#### Physical

Personal Training + Group Training + Sports IQ  
Athlete Development + Mommy Makeovers

#### Wellness

Yoga + Meditation + Healthy Habits

#### Nutrition

Meal Planning + Nutrition Monitoring



## THE YOUTH TAKEOVER PROJECT

**The Youth Takeover Project (TYTP)** is a 501c3 registered **non-profit helping kids to develop healthy habits** to combat a generational health crisis, also known as **Childhood Obesity** that leads to unhealthy habits for adults like diabetes, high cholesterol, high blood pressure, fatigue and other symptoms. TYTP **provides a healthy platform** to implement **preventive programs** to **educate participants in healthy lifestyles**. Our crowd-sourcing efforts help pave the path to a healthy living lifestyle for every child enrolled in our program by allowing them to earn a TYTP scholarship. Our framework can be easily implemented at any public or private school with automatic enrollment.

Students athletes currently enrolled in a K - 12 classroom setting will be provided a safe, stable, structured environment that conditions them into healthy physical, mental & wellness habits. Our team is certain that with long-term, focus on healthy habits throughout a child's academic career 100% of all children can achieve a healthy lifestyle throughout their entire life. TYTP wants to encourage, support and empower children, families and nearby communities that it's important to **build long-lasting healthy habits**. Our program will **award participants a full scholarship into the college** or training school of their choice if they continue to be part of the program up to their Senior year in high-school. By **achieving healthy habits**, we instill **discipline, self-care** and a **healthy outlook in life**.

Our programs & workshops are available after-school. Program attendees will participate in activities and topics like **health academics, field sports, self defense, nutrition, yoga, mindfulness, meditation, cardio, running, youth development, conditioning, cross-training, mental health triggers**, and many more emerging practices utilized by health professionals throughout the world. We hope you consider supporting our lifelong mission to make every child in America healthy.



## WEBSITES

[gofundme.com/f/theyouthtakeoverproject](https://gofundme.com/f/theyouthtakeoverproject)  
[dallasprofessionalwomen.com/mauricetalton](https://dallasprofessionalwomen.com/mauricetalton)