

Radical Body Transformations Joins Mindi O Productions for Expanded 2027 Fitness Weekend

Strategic partnership brings two complementary fitness communities together May 1–2, with plans for further expansion in 2028

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MEN'S PHYSIQUE
WOMEN'S PHYSIQUE
CLASSIC PHYSIQUE
FIGURE

MAY 2, 2027

The Grand Olympia Hospitality and Convention Centre
660 Barton St. Stoney Creek, Ontario



MINDIOSHOW.COM

Stoney Creek, Ontario Aug 31, 2026 ([IssueWire.com](https://www.issuewire.com)) - Radical Body Transformations will take place on Saturday, May 1, 2027, followed by the Mindi O Show & Expo on Sunday, May 2, 2027, bringing two distinct but complementary fitness communities together for one weekend.

“Radical Body Transformations has always been about much more than physical change,” said **James Hergott, Founder of Radical Body Transformations**. “It is about the resilience, discipline and perseverance behind each person's journey. Partnering with Mindi O Productions allows us to bring that community together with competitive fitness and show our participants what their next goal could look like.”

Founded by filmmaker and bodybuilder James Hergott, Radical Body Transformations began as a documentary series sharing the journeys of individuals undertaking significant personal transformations. It has since evolved into a live event and community that celebrates not only physical transformation, but the personal stories, obstacles and achievements behind it.

The **Mindi O Show & Expo**, produced by IFBB professional athlete and promoter Mindi O'Brien, combines competitive bodybuilding and physique sport with an expo environment featuring fitness, wellness, community activations and industry partners.

For O'Brien, bringing the two events together creates a natural connection between transformation and competition.

“Every athlete and every transformation competitor has a story about what it took to get where they are,” said **Mindi O'Brien, Founder of Mindi O Productions**. “RBT celebrates where that journey begins and how much someone can overcome. The Mindi O Show can introduce them to where that journey might go next. Together, we can create a more inclusive fitness community that celebrates progress, perseverance and achievement at every level.”

A Stronger Platform for Athletes, Fans and Brands

The two-day format expands the traditional fitness event experience by bringing together people at different stages of their journeys, from those celebrating life-changing transformations to experienced competitive athletes.

For sponsors and exhibitors, the partnership provides access to a larger and more diverse audience while creating additional opportunities for sampling, activations, athlete engagement, social content and brand storytelling.

Most importantly, both organizations share a commitment to events that celebrate **resilience, perseverance, community and overcoming stigma** while demonstrating that there is no single definition of fitness or success.

The May collaboration is also the beginning of a larger relationship.

In 2028, Radical Body Transformations is planned to become part of both Mindi O

Productions event weekends, the Mindi O Show & Expo and the Niagara Classic & Wellness Expo in Niagara Falls.

RBT will also return to Toronto on **October 1, 2027**, as part of the **Canadian National Pro (CPA/NPC/IFBB Canadian Nationals)**, providing another opportunity for transformation competitors to take the stage and share their stories.

2027 EVENT DATES

Radical Body Transformations, Hamilton

Saturday, May 1, 2027, | Hamilton, Ontario

Mindi O Show & Expo, Hamilton

Sunday, May 2, 2027, | Hamilton, Ontario

Radical Body Transformations, Toronto

October 1, 2027, | Toronto, Ontario

About Radical Body Transformations:

Founded by filmmaker and bodybuilder **James Hergott**, Radical Body Transformations celebrates individuals who have made significant physical and personal transformations. Evolving from a documentary series into a live event and community, RBT puts the stories behind each transformation at the forefront, recognizing perseverance, resilience and positive lifestyle change.

About Mindi O Productions:

Led by IFBB professional athlete and promoter **Mindi O'Brien**, Mindi O Productions produces the **Mindi O Show & Expo** and **Niagara Classic & Wellness Expo**. Its events combine competitive physique sport with fitness, wellness, entertainment, exhibitors and community experiences, creating an athlete-focused environment while connecting competitors, fans and brands.



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Source : Radical Body Transformations

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