

# MISSION STATEMENT

Contributed by Dave Palumbo  
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When I first started bodybuilding in the early 1990's-back before there was an Internet-- the most exciting part of my day came when I arrived home and saw the newest muscle magazine sitting in my father's mailbox. I couldn't wait to pour over the pages and suck up all the valuable gossip, nutritional insights, and training tips of the day. I'm sure many of you reading this can relate to what I'm saying because we all know that it really sucks having to wait 30 days to get updates from an industry that we're absolutely consumed with.

Now, fifteen years later, it's the dawn of a new era in the world of bodybuilding. We've entered a digital age where information travels around the globe at speeds of light. In this new venue, it's the media agency with an ear to the proverbial ground that breaks the story first.

I've been writing for MUSCULAR DEVELOPMENT for over 5 years now and I must say that it's been the most enjoyable experience of my life. Never once have I been censored, silenced, or told what to write. Never have I feared to say what's on my mind, to expose scandal, or to reveal inaccuracy. In an industry bathed in deception and ignorance, it's MUSCULAR DEVELOPMENT that's risen to the top and seized the number one spot among all hardcore bodybuilding magazines.

George Orwell was quoted as saying,

"In a time of universal deceit, telling the truth becomes a revolutionary act."

And it's with this very mindset that Steve Blechman-- MD's renegade owner, creator, and visionary-- and I have set out to create a digital companion to our mega successful paper magazine. What will this new media vehicle consist of? For one, we will develop a powerful web presence that will not look to duplicate the paper magazine; but will, instead, complement, support, and nurture it. Because we no longer have spatial limitations, MD Online will greatly expand and add to the amazing "buffet" of unparalleled up-to-the-minute gossip, news, and cutting edge training and nutrition tips that we are currently so well known for. What's even more exciting is the fact that MD ONLINE is in the midst of creating the largest bodybuilding data base ever assembled. It'll include exclusive photos, candid interviews, and every MD article ever written.

While many other bodybuilding and fitness magazines exist on the newsstands and literally hundreds of websites appear on the internet, not a single one has the courage or the sense of responsibility to tell the truth about an industry that is polluted and suffocating for lack of fresh, new, ideas. I believe it was Henri Frederic Amiel who said,

"Truth is not only violated by falsehood; it may be equally outraged by silence."

We, here at MD, believe that the truth must be told; and it must be told with accuracy, sophistication, and verifiable references. Every single member of Team MD realizes that we are all but humble messengers; and we understand that it's not our job to enforce these messages; just deliver them. It's up to you, "the people", to exercise your free will to decide what truths you hold true to your heart.

Until next time, look for me Behind the Iron Curtain.