



FOR IMMEDIATE RELEASE

12,000 teenage girls will live a unique running experience thanks to FitSpirit

Toronto, May 17, 2016 – With 96% of teenage girls in Canada not getting the recommended number of physical activity hours per week, FitSpirit has once again made its mark this year with a record number of participants in its FitClub program. In 2016, 12,000 teenage girls took part in FitClub, which culminates in a 5K or 10K run. More than 3,000 of these girls will take on this challenge at the Toronto area run.

“Not only are we reversing the statistics, we are also creating lasting changes in our communities,” says Mrs. Claudine Labelle, Founder and President of FitSpirit.

Sophie Grégoire Trudeau official spokesperson of FitSpirit

To add to our proven approach, FitSpirit can now count on the active involvement of an outstanding spokesperson, Sophie Grégoire Trudeau.

“Knowing the value and limits of one’s body and soul allows every person to find their balance to succeed in life. Physical activity is an integral component of a healthy lifestyle. It is a cause that has been close to my heart for many years,” says Mrs. Grégoire Trudeau.

FitSpirit has already created awareness among 110,000 teenage girls

The FitClub helps schools create an environment to encourage teenage girls to be active together, without competition, and regardless of their social background. For eight to 10 weeks, the participants commit to three training sessions per week, including two with their school group, to take the personal challenge of completing a 5K or 10K run as part of the FitSpirit signature races.

About FitSpirit

FitSpirit is a foundation whose mission is to help teenage girls discover the advantages and fun of being active with friends. Since 2007, FitSpirit has travelled throughout Quebec and Ontario to create awareness among teenage girls, offering them several ways to adopt a healthy and active lifestyle. On Saturday, April 16, the Canadian Olympic Committee awarded its 2015 International Olympic Committee (IOC) Trophy for Sport and Innovation to FitSpirit founder Claudine Labelle. FitSpirit’s activities are made possible thanks to the support of its founding partners, Saputo and TELUS, as well as the Ontario Trillium Foundation, an agency of the Government of Ontario, which helps FitSpirit implement its program in Ontario.

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