



Isabelle Viger succeeds François Côté as chair of the FitSpirit Foundation board of directors

Sainte-Thérèse, January 5, 2015 – On the cusp of 2015, the FitSpirit Foundation is gearing up to get more than 10,000 teenage girls from Quebec and Ontario to join a big movement to adopt healthy lifestyles. The organization owes this major swell in support to the drive of its dynamic team and a deeply dedicated board of directors led for the past three years by François Côté, executive vice president of TELUS and chair of TELUS Ventures.

As François Côté's term draws to a close, members of the board of directors and the foundation team are coming together to highlight the tremendous achievements made under Côté's leadership. Over the years, the organization has built a structure enabling it to make more and more teenage girls aware of the importance of good health. Committed to promoting health and the benefits of a healthy lifestyle among teenage girls, Côté encouraged the team to think outside the box every day to carry out its mission. Three years ago he set out to support FitSpirit and help move it toward its objective of growth. Today we can say "mission accomplished!"

Côté has passed the torch as chair of the board of directors to Isabelle Viger, senior vice president of legal affairs at Saputo. Having helped develop the organization's growth strategy as member of the board of directors for the past two years, Viger welcomed this new role. "I'm a firm believer in the benefits of physical activity," she said. "I've seen firsthand how formative an experience it can be. It teaches you a lot of important things like self-esteem, determination, and teamwork. It's a mission I can really get behind!"

In close cooperation with the members of the board and the organization's president and founder, Claudine Labelle, Isabelle Viger will continue to work towards growing the organization, with some specific goals in her sights. One such goal is to improve access to programs for girls from underprivileged communities. "You don't get to choose where you grow up. Fortunately, organizations like FitSpirit are doing what they can to try to give all girls an equal chance," said Viger. "By building solid relationships with the various communities where our programs are active, I am confident we will be able to positively influence future of generations of young women."

About FitSpirit

FitSpirit is a foundation dedicated to helping teenage girls discover the advantages and enjoyment that come from taking part in physical activity in an environment that is positive, promotes a healthy self image, and is open to everyone. We believe that this knowledge will allow them to develop a healthy lifestyle based on realizing their own potential. Since its founding in 2007, FitSpirit has gotten nearly 80,000 teenage girls from Quebec and Ontario to be more active—and this is only the beginning, since the organization plans to reach an additional 10,000 young girls from 160 schools in these two provinces in 2015! For more information, go to www.FitSpirit.ca.

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Information:

Marie Lemire - Communications Manager - marie@fillactive.ca - Tel. 514-942-7010
www.FitSpirit.ca - www.facebook.com/FitSpirit