



FOR IMMEDIATE RELEASE

Sophie Grégoire Trudeau to become the official spokesperson of FitSpirit Foundation

MONTREAL, April 14, 2016: Today, the FitSpirit Foundation proudly named Sophie Grégoire Trudeau as the organization's official spokesperson. Mrs. Grégoire Trudeau will help raise awareness of the importance for young girls to live healthy, active lifestyles.

FitSpirit's mission is to help girls aged 12 to 17 discover the advantages of living a healthy, active lifestyle through fun and engaging activities that boost self-esteem and confidence. Mrs. Grégoire Trudeau, who has been engaged in these issues for many years, will work together with the foundation to spread this important message and to bring about change in the lives of Canadian teenaged girls.

"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. It is a huge honor for me to go forward with my commitment with the FitSpirit Foundation, playing a role in educating young girls about the benefits of an active lifestyle," says Mrs. Sophie Grégoire Trudeau.

Only four per cent of Canadian teenage girls do at least 60 minutes of physical activity per day.

During adolescence, young girls often abandon sports activities, for lack of role models or resources, and because their body is changing and they are afraid of others' judgment. FitSpirit believes that integrating healthy lifestyle habits at adolescence will positively impact the lives of young women, particularly regarding their confidence and self-esteem. By working closely with them today, FitSpirit, along with Mrs. Grégoire Trudeau, are aiming for an active, healthier society in which women are aware of their full potential. "Not only are we reversing the four per cent, we are also creating lasting changes in our communities," states Mrs. Claudine Labelle, Founder and President of FitSpirit.

FitSpirit has already created awareness amongst 110,000 teenage girls.

The FitClub, FitSpirit's flagship program, helps schools create an environment to encourage teenage girls to be active together, without competition, and regardless of their social background and past. During eight to 10 weeks, the participants commit to three training sessions per week, two with the school group, to take the personal challenge and experience of completing a five or 10 kilometer run, as part of the FitSpirit signature races which take place every year in May in Quebec Region, Montreal and Toronto.



A proud achievement of FitSpirit is that 70 per cent of FitClub participants continue to maintain an active lifestyle after completing the program, and consequently, the changes are permanent. Since its beginning in 2007, 110,000 teenaged girls have benefited from adopting an active and healthy lifestyle through the FitSpirit program. They are true agents of change amongst their families, friends, schools and communities. Mrs. Grégoire-Trudeau's involvement and conviction will allow FitSpirit to carry these messages and actions to a wider audience.

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 the four corners of Quebec and Ontario to create awareness amongst teenage girls, offering them several ways to adopt a healthy and active lifestyle. FitSpirit's activities are made possible thanks to the support of its founding partners, Saputo and TELUS, as well as Québec en Forme, deployment partner in Québec and the Ontario Trillium Foundation, an agency of the Government of Ontario, deployment partner in Ontario.

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