

FITSPIRIT

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**FITSPIRIT CELEBRATES ITS 10TH ANNIVERSARY IN STYLE:
13,000 teenage girls got moving this year while
\$460,000 was raised during the first edition of the Father-Daughter Ball!**

Montreal, May 10, 2017 - On May 6, 2017, [FITSPIRIT](#) held the first edition of its [Father-Daughter Ball](#) with more than 350 guests, including Sophie Grégoire Trudeau, spokesperson for the organization. The event raised \$460,000.

While FITSPIRIT points out in its awareness campaign that [one in two girls abandons sport](#) at puberty, the organization wants to significantly increase the number of girls it reaches through its programs and activities, as well as educate and equip its communities in order to improve the physical activity offerings targeted to them. The incredible success of the first Father-Daughter Ball will help achieve this goal.

During the event, Ms. Grégoire Trudeau spoke directly to the girls in attendance: "One of the most beautiful gifts you can give yourselves is to get to know yourself as a girl. Physical activity allows us to feed our bodies and brains with oxygen as well as explore our physical and psychological limits. By adopting a healthy lifestyle through physical activity in a spirit of fun and discovery, we're giving ourselves a tool that will help us overcome challenges throughout our lives. That's exactly what FITSPIRIT proposes, to discover oneself through sports in order to build a sense of well-being on a solid foundation with empathy, determination, and true team spirit!"

Afterwards, Claudine Labelle, Founder and President of FITSPIRIT, spoke about how far the organization has come: "In 10 years, FITSPIRIT has helped nearly 120,000 girls get moving! As a social entrepreneur, when I founded FITSPIRIT, it was just me and my dream. Fortunately, there were some exceptional people who committed themselves to the cause. Together, we took action to reverse the statistics on physical inactivity thus providing the next generation of Canadian women better overall health and the practical means to develop their full potential."

Results from the 2017 FitClub

Note that in 2017, more than 13,000 girls took part in FitClub, a program that aims to promote physical activity and the fun of working out with friends through weekly workouts over a period of eight to ten weeks culminating in a 5K or 10K run. In Montreal alone, more than 4,000 girls came together yesterday to realize their goal of completing the run and celebrating their accomplishments! The next FITSPIRIT celebration event takes place in Quebec City on May 16, followed by Toronto on May 24. Similar events at the local level are also planned—most recently in Ottawa on May 6. Other events include London on May 27, as well as both Rouyn-Noranda and Sudbury on June 4.

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About FITSPIRIT

Founded in 2007, FITSPIRIT is a non-profit organization dedicated to helping teenage girls discover the fun of being active with friends and maintaining a healthy lifestyle. FITSPIRIT creates programs and activities for girls 12 to 17, introducing them to physical activities and helping them discover the benefits for their health and well-being of being active over the long term. Since its start, FITSPIRIT has reached thousands of teenage girls in Ontario and Quebec.

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