



PRESS RELEASE
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FITSPIRIT LAUNCHES SPECIAL VIDEO SERIES AND WEB SECTION TO HELP TEENAGE GIRLS MANAGE STRESS AND ANXIETY

FitSpirit partners with Beneva to offer access to stress and anxiety-management tools

Montréal, October 6, 2022 – As part of the *FitSpirit Well-Being Program*, powered by Beneva, FitSpirit has launched a new Anti-Stress Bubble section on its website, featuring a series of six videos, dedicated to helping teenage girls manage stress and anxiety. The videos are filmed as candid conversations between girls, who discuss how stress and anxiety factor into their daily lives, as they share personal tricks to feel better. The web section is also full of additional resources to educate and support teenage girls in managing their own stress or anxiety.

"We are so proud to offer teenage girls and educators a resource like this, specifically designed with their well-being in mind. Keeping physically active is a powerful tool to feel better when you're feeling anxious or stressed and FitSpirit will keep on its mission, with our partner schools, to help get teenage girls to do just that. These new tools, developed in the same dynamic spirit FitSpirit is known for, gives girls valuable content that will appeal to teens and make a difference in many of their lives," says Geneviève Leduc, Ph. D., Senior Advisor, Programs at FitSpirit.

"At Beneva, people and their well-being are at the heart of everything we do. Through social action, we have chosen to try to prevent anxiety one concrete step at a time. So, we are proud to sponsor the FitSpirit Well-Being Program to give teenage girls and their families access to useful resources to better understand and manage anxiety," says Martin Robert, Executive Vice-President and Lead, Talent, Culture and Communication at Beneva.

To watch the videos and visit the entire Anti-Stress Bubble section on the FitSpirit website:
<https://fitspirit.ca/en/girls/anti-stress-bubble>

Why is anxiety in teenagers such an important issue?

In addition to continuing on its mission to get teenage girls to stay physically active, FitSpirit has also wanted to turn the discussion onto their emotional well-being. Mental health is a key

component of everyone's overall health, and, with one out of every four teenage girls in Quebec developing an anxiety disorder¹, FitSpirit wants all adults involved in the lives of teenagers to take advantage of these readily accessible resources, developed with the support of a consulting psychologist.²

- "Some anxiety is necessary, even helpful. It's what motivates people to take action or work hard to meet a goal. However, too much anxiety or anxiety that feels out of control can take a toll on health and well-being." - Canadian Mental Health Association.³
- Before the COVID-19 pandemic, girls in high school were twice as likely as boys the same age to develop an anxiety disorder (23% vs. 12%).¹
- The pandemic and its social effects have seemingly impacted the mental health of teenagers. In fact, according to a study by Professor Mélissa Gagnéux, three times as many high-school students reported in January 2021 having fair or poor mental health compared to data from a similar study conducted in January 2020 (30% vs. 11%).⁴

About FitSpirit

FitSpirit is a Quebec-based charitable organization whose mission is to inspire teenage girls to be active for life. With the help of its community of inspiring and dedicated persons, FitSpirit transforms every activity offered to girls into memorable moments. At the heart of a FitSpirit activity, there are always friends, role models and above all, fun! Thanks to this winning combination, the organization has touched the lives of more than 200,000 girls aged 12 to 17 since its founding in 2007. To learn more, visit fitspirit.ca.

About Beneva

Created by the coming together of La Capitale and SSQ Insurance, Beneva is the largest insurance mutual in Canada with more than 3.5 million members and clients. Beneva employs over 5,000 dedicated employees: people looking out for people. Its human approach is rooted in the mutualist values supported by its employees. With \$26.8 billion in assets, Beneva positions itself as a major player in the insurance and financial services industry. Its head office is in Quebec City.

Policyholders of contracts issued by an insurance company of Beneva Group Inc. are members of SSQ Mutual and La Capitale Civil Service Mutual.

– 30 –

Source: www.fitspirit.ca

Media requests: Chantale Baar
Communications Chantale Baar
(514) 992-6463 / cbaar@communicationcb.ca

1- TRAORÉ, Issouf, Dominic JULIEN, Hélène CAMIRAND, Maria-Constanza STREET et Jasline FLORES (2018). Enquête québécoise sur la santé des jeunes du secondaire 2016-2017. Résultats de la deuxième édition. L'adaptation sociale et la santé

mentale des jeunes, [En ligne], Québec, Institut de la statistique du Québec, Tome 2, 189 p.

2- Isabel Dagenais, consulting psychologist. Isabel earned her doctorate in psychology at the University of Sherbrooke and she is a member of the Ordre des psychologues du Québec. She has worked as clinical psychologist for 15 years with various clienteles, including children and teenagers.

3-<https://cmha.ca/brochure/children-youth-and-anxiety/>

4-<https://www.usherbrooke.ca/actualites/nouvelles/details/44448>
https://www.usherbrooke.ca/gnec/pj/faits_saillants_pistes_action_udcs.pdf