

Scotiabank. presents

# FITSPIRIT

## Celebrations

**PRESS RELEASE**  
**For immediate release**

### **THE FITSPIRIT CELEBRATIONS PRESENTED BY SCOTIABANK... FOR THE FUN OF BEING ACTIVE AND TO PARTY REMOTELY!**

**Sainte-Thérèse, May 19, 2021** – FitSpirit is pleased to announce that 3,400 teenage girls from 108 Quebec high schools will have the opportunity to participate in the FitSpirit Celebrations presented by Scotiabank on May 19 and 20. The virtual event is the perfect opportunity for the girls to get active and come together to celebrate their efforts of the past few months.

“Despite the complexity of this school year, we have redoubled our efforts and creativity to continue our activities, even from a distance, and to get teenage girls to be active for life. In this difficult period, the physical and mental health of young girls is more than ever at the heart of our priorities and we are proud to be there for them, to encourage them to move regularly in the healthy context that characterizes FitSpirit,” affirms Claudine Labelle, President and Founder of FitSpirit.

“We are proud to support FitSpirit in helping teenage girls become active through organized physical activity,” says Geneviève Brouillard, Senior Vice President, Quebec and Eastern Ontario Region at Scotiabank. “In the context of the pandemic, exercise and staying active has become more important than ever, and our support has allowed FitSpirit to tailor their programming and events so that teenage girls can exercise safely at home and outdoors. We hope to inspire as many of them as possible to discover the pleasure of being active, an important part of their well-being.”

This year, FitSpirit has done everything it can to continue the tradition of its Celebrations by offering a flexible program that can be enjoyed just as well at school or at home. On May 19 and 20, registered schools will be able to experience a turnkey Celebration through a free audio recording available on [fitspirit.ca](https://fitspirit.ca). On the program: festive music and entertainment, original FitSpirit choreography by Kim Gingras, internationally renowned dancer, guided training or physical activity of their choice and awarding of medals.

In addition, in order to allow participants to immerse themselves in a festive atmosphere like the Celebrations as we know them, each of the registered schools received a surprise gift box containing all the material to guide them throughout the eight preparatory weeks as well as during the event. The box notably contained a FitSpirit journal that the participants could write in to motivate themselves, balloons, stickers, a camera, decorations, in addition to t-shirts, socks and medals to be given to all participants.

To learn more about FitSpirit Celebrations, visit [fitspirit.ca/participate/celebrations](https://fitspirit.ca/participate/celebrations).

**About FitSpirit**

FitSpirit is a charitable organization whose mission is to help teenage girls be active for life. With the help of its community of inspiring and committed people, FitSpirit transforms each activity offered to girls into memorable moments. At the heart of a FitSpirit activity, there are always friends, role models and above all, fun! With 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](http://fitspirit.ca).

**About Scotiabank**

Scotiabank is a leading bank in the Americas. Guided by our purpose: "for every future", we help our customers, their families and their communities achieve success through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets. With a team of approximately 90,000 employees and assets of approximately \$1.2 trillion (as at January 31, 2021), Scotiabank trades on the Toronto Stock Exchange (TSX: BNS) and New York Stock Exchange (NYSE: BNS). For more information, please visit <http://www.scotiabank.com> and follow us on Twitter @ScotiabankViews.

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