



MORE ACTIVE TEENAGE GIRLS IN QUEBEC THANKS TO FITSPIRIT!

THE BIG YEAR-END PARTY FOR TEENAGERS AT MAISONNEUVE PARK.
Over 4,000 teenage girls will come together to celebrate the joy of being active!

Montreal, May 2, 2024 – FitSpirit Celebrations are back in 6 cities across Quebec, where more than 7,000 teenage girls will come together to participate in a variety of physical activities. The Montreal Celebration will take place on **May 8th at Maisonneuve Park starting at 9 a.m.**, featuring several inspiring female role models including **Kim Gingras**, professional dancer and choreographer, **Annie Guglia**, skateboarder, and **Amy Walsh**, technical advisor for the women's program at the CF Montréal Academy.

FitSpirit will also be honored by the presence of **Horacio Arruda**, Deputy Minister at the Ministry of Health, and **Caroline Bourgeois**, Sports Lead on the Montreal City Executive Committee.

In addition to the large gathering in front of the stage for a dance warm-up with Kim Gingras, participants will have the opportunity to walk or run 2.5 km, 5 km, or 10 km, without timing. They will also have access to a variety of activities organized by our activation partners: BMO will offer a **soccer clinic with players from the CF Montreal Women's Academy program, co-founded with BMO**, along with Academy administrative manager Stéphanie Fortier-Grondin, while Decathlon will have a free play station. Furthermore, the program will include activities such as dance, climbing, functional training, flag-football, kick-boxing, basketball, cheerleading, lacrosse, golf, skateboarding, mini-tennis, Ultimate, balance board, handball, rugby, softball, inline skating, and yoga. There's something for everyone!

"When we know that the social aspect plays a crucial role in girls' interest in persevering in their physical activity practice, we understand how important FitSpirit Celebrations are! Most participants are not part of traditional sports teams. Therefore, they do not have the opportunity to experience the excitement surrounding such events, as well as the motivation and fun that result. A FitSpirit Celebration allows teenage girls to have a positive and impactful experience related to physical activity, and that's exactly what encourages them to continue,"

emphasizes Geneviève Leduc, Senior Program Advisor and Teenage Girls Physical Activity Specialist at FitSpirit.

Schedule for the Montreal Celebration

10:00 am	Gathering in front of the stage and speeches
10:20 am	Grand dance warm-up with Kim Gingras
10:50 am - 11:30 am	Race start by wave
11:20 am - 12:30 pm	Race finish
9:00 am - 1:30 pm	Activation Zone

Here are the dates and locations of the Celebrations:

May 8th, Montreal – Maisonneuve Park
May 16th, Quebec City – Base Plein Air Sainte-Foy
May 22nd, Trois-Rivières – Terre-des-Loisirs Park
May 28th, Rimouski – Beauséjour Park
May 31st, Gaspé – Haldimand Beach
June 5th, Lebel-sur-Quévillon – La Taïga School

To learn more about FitSpirit Celebrations, visit <https://fitspirit.ca/en/schools/celebrations>.

Thanks to the FitSpirit Celebrations partners

Collaborating Partners: BMO and Saputo

Participating Partners: Cascades, Decathlon, and the City of Montreal

About FitSpirit

FitSpirit is the leading organization addressing physical activity among girls and aims to encourage teenage girls to be active for life. Its flagship program aims to develop non-competitive multisport teams in Quebec high schools. The organization reaches 10,000 teenage girls annually in 300 high schools and has had a positive impact on over 220,000 girls since its founding in 2007. To learn more, visit fitspirit.ca.

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