

FITSPIRIT MOTHER/DAUGHTER CHALLENGE

presented by  Sun Life

PRESS RELEASE
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2022 FitSpirit Mother/Daughter Challenge

FITSPIRIT INVITES MOTHERS AND DAUGHTERS TO JOIN A GROUP OF INFLUENTIAL WOMEN TO PROMOTE PHYSICAL ACTIVITY AMONG TEENAGE GIRLS!

Montreal, April 5, 2022 – FitSpirit is pleased to announce that the fifth edition of the FitSpirit Mother/Daughter Challenge, presented by Sun Life, will be held on August 13 and 14, 2022. This challenge, presented free of charge, is open to all mothers and daughters who wish to take part in a unifying event aimed at encouraging teenage girls to practice regular physical activity. Each participant will receive an eight-week training plan to prepare for the challenge, which consists of running, walking or cycling a total of 20, 30 or 40 km or more as part a team, over a period of two days.

“We know that teenage girls relish the opportunity to get together and discover or rediscover a physical activity. In this highly specific context, we want to give girls and a maternal figure who is dear to them a chance to share special moments and make memories that will last a lifetime. We’re also extremely pleased to be able to count on a renewed commitment from Sun Life, who will be a partner of the event for a second year,” says Claudine Labelle, President and Founder of FitSpirit.

The 2022 edition: At a distance or in person

This year, mothers and daughters will have the option of participating at a distance, from anywhere in the country, or in person in the Greater Montreal area and in the Capitale-Nationale. In order to prepare for the challenge, the FitSpirit team will make training programs available to participants, along with a weekly challenge in the eight weeks leading up to the event. Participants who have questions concerning nutrition or physical activity will have access, at all times, to the services of a nutritionist and a kinesiologist, and they will also be able to take part in various contests for a chance to win some amazing prizes.

While the event is free of charge, participants are invited to carry out a fundraising drive on behalf of FitSpirit, a leading charity organization that promotes physical activity among teenage girls. The funds raised will allow the organization to ensure its growth so that the greatest possible number of young Canadian girls can adopt a healthy and active lifestyle over the long term. **For further details and to register: fitspirit.ca/challenge**

The strength of a network of committed businesswomen

This year, some 39 influential businesswomen are pooling their efforts and making a commitment to become inspiring role models for teenage girls by encouraging them to participate in the FitSpirit Mother/Daughter Challenge and to discover and appreciate the benefits of physical activity.

Together, their objective is to reverse the trend of teenage girls dropping out of sports. To view the list of leaders in 2022 and their respective profiles: fitspirit.ca/challenge

“One out of two girls drops out of sports when they reach puberty. As a result, nine out of ten girls are not meeting Canada’s physical activity guidelines by the end of high school,” says Véronique Dorval, Senior Vice-President, Client Experience Office at Sun Life. “We know that regular physical activity has a positive impact on teenagers’ self esteem and mental health, which has been under tremendous strain since the pandemic began. With this commitment, Sun Life wants to encourage young women in Quebec to live healthier lives so they will feel great and can reach their full potential.”

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.

Sun Life in the community

Sun Life is committed to building sustainable, healthier communities for life. Community wellness is an important part of its sustainability commitment. By actively supporting the communities in which Sun Life lives and works, the organization can help build a positive environment for Clients, employees, advisors and shareholders. Its philanthropic support focuses on health, with an emphasis on diabetes awareness, prevention, and care initiatives. Mental health is also a key priority, with support for programs and organizations with an emphasis on building resilience and coping skills.

Sun Life also partners with sports properties in key markets to further its commitment to healthy and active living. Its employees and advisors take great pride in volunteering more than 16,000 hours each year and contribute to making life brighter for individuals and families across Canada. [Learn more about Sun Life in the community.](#)

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