

FITSPIRIT MOTHER/DAUGHTER CHALLENGE

presented by  Sun Life

**Press release
For immediate release**

2021 FitSpirit Mother/Daughter Challenge

31 INFLUENTIAL WOMEN AND SUN LIFE JOIN THIS UNIQUE EVENT!

Montreal, April 7, 2021 – FitSpirit is proud to unveil its latest group of leaders: 31 influential businesswomen from across Quebec, all joining forces for the 4th edition of the FitSpirit Mother/Daughter Challenge, to be held next August 14 and 15. FitSpirit is also happy to confirm the commitment of Sun Life as a corporate partner for the next two years.

The 2021 edition: run, bike or walk

This summer, mothers and daughters will experience a unique event where they can run, walk or ride a total of 20, 30 or 40 km as a team, over the course of the weekend of August 14 and 15. To properly prepare for this challenge that will be held remotely, the FitSpirit team is providing a training program and a series of shorter challenges to help participants build their strength. "Our hope is that every girl gets the opportunity to grow through a variety of sports and physical activities. The FitSpirit Mother/Daughter Challenge is a perfect example and an excellent opportunity to be active while taking part in a memorable unifying event," says Claudine Labelle, President and Founder of FitSpirit.

The FitSpirit Mother/Daughter Challenge is open to any mothers (or significant maternal figures) and daughters eager to develop a special bond through the achievement of a common goal. Registration is free and participants are strongly encouraged to take part in a fundraiser for this leading charity created to promote sports and physical activity among teenage girls. The money raised will help FitSpirit to continue to grow so that more young Canadian women can adopt a healthy, active lifestyle as they grow. You can register your team now by visiting fitspirit.ca/challenge.

Role models of infinite inspiration

This year's group is made up of professional women from a variety of business backgrounds and walks of life. Together, they share a commitment to becoming inspirational role models to help a growing number of young girls discover the countless benefits of physical activity and to help reverse the unfortunate trend of teenage girls dropping out of sports. All of the women agree: their shared passion for physical activity is a driving force that strengthens their leadership and fuels their daily lives. Something they hope they can pass along to the next generation of women.

- **Marie-Lise Andrade**, President and Executive Director, Lise Watier Foundation
- **Nancy Avoine**, Associate Director - Quebec offices, EY
- **Julie Bédard**, President, Mediacart
- **Anne-Marie Boissonnault**, Vice-President of Sales and Marketing, Solisco
- **Anne Bouchard**, Director of Corporate Taxation, Innergex, and athlete The North Face
- **Karinne Bouchard**, Head of Investor Relations and Treasurer, Alimentation Couche-Tard Inc.
- **Magalie Boutin**, Head of Media Relations, National Film Board of Canada
- **Evangelia Chalkiadakis**, Small Business Development Manager, Scotiabank

- **Patricia Châteauneuf**, General Manager, Sales Media Multiplatform, Montreal and East of Canada, Radio-Canada & CBC
- **Marie-Huguette Cormier**, Executive Vice-President, Human Resources and Communications, Desjardins Group
- **Viviane Croux**, Vice-President, National Accounts, TD
- **Véronique Dorval**, Senior Vice-President, Client Experience Office, Sun Life
- **Mylène Duguay**, Partner, Cabana Séguin inc.
- **Isabelle Foisy**, President and Founder, Point Cardinal Inc.
- **Geneviève Fortier**, CEO, Promutuel Insurance
- **Brigitte Hébert**, Executive Vice-President, Employee Experience, National Bank of Canada
- **Claudine Labelle**, President and Founder, FitSpirit
- **Sévrine Labelle**, President and CEO, Femmessor
- **Nathalie Langevin**, General Manager, TVA Québec, Managing Director of Sales at TVA Québec and the Journal de Québec, Quebecor
- **Cynthia Lemme**, Managing Director, Corporate & Commercial US Enterprise Risk and Portfolio Management, BMO
- **Mélanie Lussier**, Director, External Communication, Lowe's Canada
- **Sherine Morsi**, Vice-President Business Financial Services Montreal East Region, RBC Royal Bank
- **Katherine Poirier**, Lawyer and Associate, BLG
- **Julie Pomerleau**, Vice-President of Marketing, Nespresso
- **Marie-France Poulin**, Vice-President, Camada Group
- **Geneviève Provost**, Managing Partner, Quebec and NCR, Deloitte
- **Valérie Sapin**, Director of Marketing and Innovation, Énergir
- **Mylène Savoie**, Senior Vice-President, Managing Director *Borderless*, TANK Worldwide
- **Laurence St-Germain**, Olympic athlete, TELUS
- **Sandy Vassiadis**, Vice-President, Communications and Corporate Responsibility, BRP
- **Isabelle Verreault**, Senior Vice-President and General Manager, Quebec City, H+K Strategies

[Discover the portraits of these women](#)

"In 2020, 17 women took part in the first successful FitSpirit event. This year, 31 women are joining this dynamic movement. Their involvement, like that of our new partner Sun Life, is intensely gratifying and touching. Each of us is doing our part, investing our hearts to inspire, motivate and move these beautiful young people," concludes Ms. Labelle.

"It's a well-known fact: young girls who are active have higher self-esteem. My involvement in this challenge is a reflection of my deeply held desire to help girls feel good about themselves and reach their full potential," said Véronique Dorval, Senior Vice-President, Client Experience Office, Sun Life. "Encouraging young women in Quebec to be physically active and empowering them to take charge of their health is part of our purpose. It's our sincere hope that lots of new mothers and daughters take up this challenge and seize the opportunity to embark on the journey to a healthier life."

About the FitSpirit Mother/Daughter Challenge

The FitSpirit Mother/Daughter Challenge invites mothers and daughters to run, walk or ride a total of 20, 30 or 40 km as a team on August 14 and 15. The Challenge is open to teams across the country and registration is free. However, participants are heartily encouraged to take part in the FitSpirit fundraiser to help support the organization's mission. You can register at fitspirit.ca/challenge.

About FitSpirit

FitSpirit partners with schools to organize activities designed for girls to help them thrive and set them on the path to an active and healthy lifestyle. Backed by a community of inspiring and dedicated girls and women, FitSpirit transforms every activity into a memorable experience complete with friends, role models and fun. This winning combination has enabled FitSpirit to positively impact the lives of more than 200,000 girls aged 12 to 17 since it was founded in 2007. For more information, visit fitspirit.ca.

Sun Life in the community

At Sun Life, we are committed to building sustainable, healthier communities for life. Community wellness is an important part of our sustainability commitment and we believe that by actively supporting the communities in which we live and work, we can help build a positive environment for our Clients, employees, advisors and shareholders. Our philanthropic support focuses on health, with an emphasis on diabetes awareness, prevention, and care initiatives through our Team Up Against Diabetes™ platform; and mental health, supporting programs and organizations with a focus on building resilience and coping skills.

We also partner with sports properties in key markets to further our commitment to healthy and active living. Our employees and advisors take great pride in volunteering close to 12,000 hours each year and contribute to making life brighter for individuals and families across Canada.

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Source:

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