

FITSPIRIT MOTHER/DAUGHTER CHALLENGE

presented by  Sun Life

PRESS RELEASE
For immediate release

A RECORD YEAR FOR THE MOTHER/DAUGHTER CHALLENGE **The goals set for donations and participation were largely exceeded!**

Sainte-Thérèse, August 16, 2021 – Nearly 1,500 girls and women shared a uniquely memorable moment by taking part in the FitSpirit Mother/Daughter Challenge presented by Sun Life. Walking, running or cycling in teams, participants completed a total of 20, 30 or 40 km. And, by the end of the event, held this August 14th and 15th, a total of \$330,000 was raised to help FitSpirit pursue its mission of motivating teenage girls to be active for life.

For FitSpirit, the event is a testament to its mission of encouraging young girls to rediscover the many pleasures of playing sports and staying physically active.

8 Weeks of Challenging Workouts and a Weekend to Remember!

During the weekend, mothers and their daughters rose to the challenge of forming teams and running, cycling or walking a total of 20, 30 or 40 km over the two-day event. To help them meet their challenge safely, successfully and enjoyably, participants had access to eight-week training programs prepared by kinesiologist Isabelle Gagnon, from La Clinique Du Coureur, and available on line from Monday, June 21 to Friday, August 13. The participants also had online access to a nutritionist and a kinesiologist to answer their nutrition and physical activity questions at any time. Finally, videos created by five experts recognized in their field—plus a special weekly mission to complete—were also offered. And, in an effort to create a truly inclusive, unifying event, each participant was invited to share photos or videos of their mission on the Challenge's private Facebook group page.

Inspiring female role models for the girls...

Last April, FitSpirit unveiled this year's group of leaders, made up of 31 influential Québec businesswomen, each of whom joined the virtual edition of the FitSpirit Mother/Daughter Challenge. All of the women shared their passion for physical activity and their experiences with an ever-growing number of girls, to help them discover the benefits of physical activity and in doing so, to help reverse the trend of teenage girls dropping out of sports.

- **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
- **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](#)

"I'm really thrilled with the great response we got from participants who took part in this virtual edition of the FitSpirit Mother/Daughter Challenge. We set a record this year, with close to 1,500 women and girls joining together in support of physical activity with FitSpirit. Each of them is a role model in their community, and we're truly touched by their commitment and dedication. Given these trying times, this year more than ever, our teenagers need our support to ensure they keep moving through inclusive, unifying events like the Challenge," says President and Founder, Claudine Labelle. She goes on to say, "FitSpirit is an outstanding community of people who care deeply about the health and well-being of teenage girls."

"The FitSpirit Mother/Daughter Challenge stands as a powerful legacy for girls and women here in Quebec. An impressive number of participants from across the province, and across the country, will acquire or maintain healthy lifestyle habits as a result of the Challenge. At Sun Life, we're very proud to have been part of the adventure! Congratulations to FitSpirit for its positive and lasting impact and its leadership in getting girls moving! More girls being active means more girls who are healthy and thriving. It's a win for everyone!", said Véronique Dorval, Senior Vice-President, Client Experience Office, Sun Life.

Thank you to our partners

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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. [Learn more about Sun Life in the community.](#)

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Source:

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