



PRESS RELEASE

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YOU DON'T HAVE TO BE A CHAMPION TO HAVE FUN

Nine sports personalities step out of their comfort zone by trying a new sport!

Montreal, February 5, 2024 – FitSpirit announces the launch of its fundraising campaign entitled *You don't have to be a champion to have fun!* This new initiative features nine sports personalities whom FitSpirit has asked to step out of their comfort zone by practicing a sport different from their own. The goal is to demonstrate that it is not necessary to excel in a physical activity to have fun!

Nine sports personalities take part in the campaign

For the occasion, the **Dufour-Lapointe Sisters**, freestyle skiers, play volleyball; **Kim Gingras**, professional dancer, goes bouldering for the first time; **Anabelle Guay**, the adventurer, plays football; **Annie Guglia**, professional skateboarder, plays golf; **Kristel Ngarlem**, weightlifter, makes her tennis debut; **Aurélie Rivard**, Paralympic swimmer, plays soccer, and **Laurence St-Germain**, alpine skier, tries skateboarding. All have agreed to participate and try a new sport.

"Even though we've always supported each other, for the first time, we're playing on the same team and counting points together! Having a network of girls and women who encourage each other and laugh together is so precious! We realize that trying new sports can be scary because we may not be good at them right away, and we fear being judged. We just need to remind ourselves that we don't have to be professional athletes in everything we do, and that's perfectly okay!", exclaim Maxime, Chloé, and Justine Dufour-Lapointe, freestyle skiers and FitSpirit mentors, after a game of volleyball

"I dream of all girls having fun, feeling strong, beautiful, and 100% present when they engage in a physical activity. To me, true success is all about feeling good!", states Kim Gingras, professional dancer and FitSpirit mentor

"In high school, I was afraid to try new physical activities because of the fear of being judged and not being good enough. I didn't see myself as a champion. Getting together with other girls to play and encourage each other allows us to forget or overcome these barriers and truly engage in sports!", shares Aurélie Rivard, Paralympic swimmer

"Everyone would love to be good right from the start, but I realize that we learn so much faster when we're having fun! I think that's the key to enjoying a physical activity!", emphasizes Laurence St-Germain, alpine skier

Deployment across Quebec

You don't have to be a champion to have fun will be deployed until March 23 in most major Quebec media outlets with the aim of raising \$50,000 to enable even more girls to be active in a fun way. FitSpirit's proud campaign partner, Éconofitness, will match donations up to \$25,000. It's worth noting that FitSpirit offers its services in the form of extracurricular activities in 300 high schools in Quebec and aims to continue its growth to be in 400 high schools by 2026.

"By supporting FitSpirit in their fundraising campaign, we aim to form a powerful alliance to encourage a generation of girls to stay active while making fitness accessible. We share the desire to help these young girls rediscover the joy of engaging in sports or physical activities.", emphasizes Renaud Beaudry, President and Chief Operating Officer of Éconofitness

To make a donation: fitspirit.ca/champion

About FitSpirit

FitSpirit is a Quebec-based charitable organization whose mission is to get teenage girls active for life by inviting them to practice sports and physical activity in a whole new way. Offering extracurricular activity in 300 high schools across Quebec, FitSpirit reaches over 9,000 teenage girls aged 12 to 17 annually, 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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