



**PRESS RELEASE**  
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**2023 FITSPIRIT ANNUAL CAMPAIGN: MY REGION, MY SCHOOLS, OUR FITSPIRIT GIRLS**  
**20 business leaders mobilize to counter the trend towards physical inactivity among teenage girls**

**Montreal, May 2, 2023** – FitSpirit is proud to announce the launch of its first annual fundraising campaign titled “My Region, My Schools, Our FitSpirit Girls.” Today, 20 leaders, mobilized for the FitSpirit cause, gathered to officially launch its fundraising campaign across Quebec. To date, \$105,155 has been raised, out of a target of \$275,000. The annual campaign continues until June 30, 2023.

“I wasn’t very active as a teen, and I would have liked to have access to a program like FitSpirit to encourage me to get active in a spirit of kindness, with no judgment. I’m the mother of three children, and it’s extremely important that I act as a role model for them. My 16-year-old suffers from anxiety, and being active is hugely beneficial for her. Today, I’m inviting business leaders to join me by getting involved in FitSpirit’s annual campaign,” said Karinne Bouchard, company director and member of the FitSpirit board of directors.

**Reach even more teenage girls across Quebec**

Getting teenage girls to stay active for life has been FitSpirit’s mission since it was founded in 2007. In 2023, FitSpirit implemented its program in close to 300 schools, or half of eligible schools in Quebec, reaching some 9,000 teenage girls in the process.

The funds raised during this campaign will serve to maintain and develop the FitSpirit program in Quebec high schools. Partner schools will be able to benefit from the program, at a low cost, while enjoying access to a range of tools essential to the proper implementation of FitSpirit activities. This campaign will reach a greater number of teenage girls so that they can reap positive and high-quality experiences practicing physical activities!

**A cohort of committed leaders**

The launch will see 20 business leaders from several Quebec regions pool their efforts to mobilize on behalf of the FitSpirit cause. Together, they hope to counter the trend toward physical inactivity among teenage girls.

“I would like to extend a warm word of thanks to these leaders for getting involved in this annual campaign and contributing to the growth of FitSpirit. I’d like all teenage girls who don’t feel they have a place in traditional sports to join the FitSpirit team at their high school, and I dream of the day when FitSpirit is present in all Quebec schools,” said Claudine Labelle, President and Founder of FitSpirit.

FitSpirit extends its heartfelt thanks to the following people:

- Derek Allen, Vice-President of Production and Partnerships, WatchMojo
- Julie Bédard, President, Synergie Immobilière
- Émilie Bégin, Vice-President, Strategy and Innovation, Promutuel
- Naomi Bilodeau, Managing Director, Credit Capital Markets, National Bank
- Karinne Bouchard, Corporate Director, Alimentation Couche-Tard
- Patricia Châteauneuf, Executive Director, Multiplatform Media, CBC and Radio-Canada
- Cécile Dufour, Owner, Clinique Viva
- Isabelle Foisy, President and Founder, Point Cardinal inc.
- Geneviève Fournier, Vice-President of Marketing, Customer Experience, Hydro-Québec
- Mélissa Gilbert, Executive Vice-President and Lead Finance, Beneva
- Valérie Haineault, Vice-President Governance, Risk and Performance IT, Mouvement Desjardins
- Camille Hallé, law student, Stikeman Elliott
- Julie Lavoie, Partner, Co-Leader Business Lines, Levio
- Mélanie Leduc, Partner, Deloitte
- Cynthia Lemme, Head, Central Canadian Commercial Banking Credit, Special Projects, & Agriculture Lead
- Annie Marsolais, Chief Marketing Officer, BDC
- Dany Paradis, Senior Vice-President, Quebec, Alithya
- Kevin Robitaille, Director, National Accounts, Commercial Banking Services, TD
- Isabelle Simard, Commercial, Industrial and Institutional Advisor, Énergir
- Kimrang Te, Partner, EY

This campaign is also supported by leading partners, Saputo and Nespresso.

To find out more about the annual campaign, please visit [fitspirit.ca/en/campaign](https://fitspirit.ca/en/campaign)

### **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](https://fitspirit.ca).

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### **Source and media information:**

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