

FITSPIRIT



PRESS RELEASE
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SEASON 2 : TO EACH THEIR OWN PLAYING FIELD

Discussions with several public personalities on the daily lives of teenage girls and the role of physical activity in their lives!

Montreal, June 26 2024 – Following the success of the first season of its podcast "To each their own playing field", FitSpirit is pleased to announce the release of the second season of this podcast designed specifically for parents of teens! Public personalities and experts come together to discuss the daily lives of teenage girls, which can sometimes be stressful and full of barriers to physical activity!

In this podcast FitSpirit offers valuable and practical insights for parents of girls of all ages. Our guests discuss a range of topics from body image issues to menstrual hygiene tips while being active, inclusion and teen friendly ways to discover the outdoors. They share their thoughts and knowledge with our host Geneviève Leduc, PhD, expert in physical activity for girls at FitSpirit.

Hosts : Kelsey Begg, (coach, Les Chèvres de Montagnes), Lara Emond (founder of Iris + Arlo), Kim Gingras (professional dancer, choreographer and FitSpirit mentor), Jamillah Jean (president and founder of Hike MTL).

This podcast was produced as part of the FitSpirit Well-being program powered by Beneva.

To listen to the podcast : www.fitspirit.ca/en/podcast

“All parents want to see their girls grow up healthy, they want them to feel good about themselves and to be confident, and in general they know that physical activity makes it easier to meet these objectives. But it’s normal for them to feel discouraged or powerless when an adolescent girl abandons her sport or has never enjoyed being active. Integrating physical activity into the life of an adolescent girl who seems to detest it is no small feat! That’s why it’s important to take the time to think about what’s going on inside the bodies and heads of girls, from a young age, and what leads them to persevere or give up. That’s what we’re doing with this podcast,” said Geneviève Leduc, PhD, senior advisor for programs at FitSpirit.

“When Beneva chose anxiety prevention as its philanthropic focus, our goal was to collaborate

with leading partners like FitSpirit who share our values for community well-being. We are very pleased to present the podcast offered as part of the FitSpirit Well-being program, powered by Beneva. This addition to the program will provide parents with resources to better support their teenage girls during this period of their lives," says Martin Robert, Executive Vice-President and Lead, Talent, Culture and Communications at Beneva.

About FitSpirit

FitSpirit is the leading organization addressing physical activity among girls and aims to encourage teenage girls to be active for life. Its flagship program aims to develop non-competitive multisport teams in Quebec high schools. The organization reaches 10,000 teenage girls annually in 300 high schools and has had a positive impact on over 220,000 girls since its founding in 2007. To learn more, visit fitspirit.ca.

About Beneva

Created by the coming together of La Capitale and SSQ Insurance, Beneva is the largest insurance mutual in Canada with more than 3.5 million members and customers. Beneva employs over 5,500 dedicated employees: people looking out for people. Its human approach is rooted in mutualist values that are shared by its employees. With \$25.2 billion in assets, Beneva positions itself as a major player in the insurance and financial services industry. Its head office is located in Quebec City. For more information, please consult beneva.ca.

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Source: www.fitspirit.ca/en/podcast

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