

# FITSPIRIT MOTHER/DAUGHTER CHALLENGE

presented by  Sun Life

**PRESS RELEASE**  
**For immediate release**

## **5<sup>th</sup> edition of the FitSpirit Mother/Daughter Challenge**

### **A WEEKEND OF MOTHER/DAUGHTER ACTIVITIES FOR THE HEALTH AND WELL-BEING OF TEENAGE GIRLS**

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**Montreal, August 16, 2022** – FitSpirit is happy to announce that 1,368 mothers and daughters took part in the FitSpirit Mother/Daughter Challenge presented by Sun Life, on August 13-14. The fifth edition of the event, which called for participants to run, walk, or ride a total of 20, 30, or 40 km or more in teams over two days, raised nearly \$300,000 so that FitSpirit can encourage a larger number of teenage girls to adopt healthy and active lifestyles long term.

#### **Eight weeks to prepare for an ultimately successful (and fun) challenge**

To help participants take on the Challenge successfully, but also have fun in the process, FitSpirit rolled out an eight-week training program, which ran from Monday, June 20<sup>th</sup> to Friday, August 12<sup>th</sup>. It included:

- running, walking, and biking training programs developed by [The Running Clinic](#) and kinesiologist Isabelle Gagnon;
- free workout sessions, either in person in a park, via videoconference, or through podcasts, courtesy of Cardio Plein Air;
- additional strength exercises presented in short videos by a kinesiologist;
- access 24/7 to a nutritionist and kinesiologist for all dietary and physical activity questions;
- weekly challenges offered in video-clip format;
- a private Facebook group;
- and the chance to enter different contests and win prizes!

#### **Influential women taking action for the health of teenage girls**

Thirty-nine prominent Quebec businesswomen, who were motivated to make a positive difference in the lives of teenage girls, were united in their efforts for the 5<sup>th</sup> edition of the FitSpirit Mother/Daughter Challenge. They each led by example, participating with either their daughters or their mothers, while inviting other women in their networks to join the Challenge.

You can find the complete list of leaders for 2022 on the [FitSpirit website](#).

“After five years, I’m delighted to see our Mother/Daughter Challenge reach so many mothers and daughters who enjoy staying active and sharing experiences like this together. And what can be said about our group of leaders and Sun Life, our presenting partner for the Challenge for two years? They have all taken extra steps to help teenage girls keep physically active. We are blessed to have behind us such a committed community that believes so strongly in FitSpirit as we promote the health and well-being of girls,” said Claudine Labelle, President and Founder of FitSpirit.

“Once again this year, FitSpirit has outdone itself in its mission to get girls moving! We are very proud to be involved in this Challenge. Physical activity is key element that allows our young girls to reach their full potential. Sun Life is committed to a number of initiatives to support young girls — and their mothers — on their journey to optimal physical and mental wellbeing. Congratulations to the thousands of participants who took on the challenge this summer,” stated Christine Potvin, Vice President, Clients Solutions Centre, Sun Life.

### **Thank you to our partners**

Official presenter: Sun Life

Silver: Beneva, Cardio Plein Air, CBC/Radio-Canada Media Solutions, KSL, National Bank, TD Bank Group

Bronze: Air Canada, Alimentation Couche-Tard, BDC, BMO Bank of Montreal, BRP, Casacom, Deloitte, Desjardins, Énergir, Événements Harricana, EY, HammerSmith Services-Conseils, Henkel Média, Hill+Knowlton Strategies, HSBC Canada, Hydro-Québec, Ivanhoé Cambridge, Jarislowsky, Fraser Limited, Lowe’s Canada, Media Experts, Mediacart, Montreal Museum of Fine Arts, Nespresso Canada, Oakley, Point Cardinal, Port of Montréal, Promutuel Insurance, Québecor Média, Royal Bank of Canada, Saputo, Scotiabank, SuccessFinder, TANK Worldwide, TELUS, The A Effect

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

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