



MEDIA: KEY MESSAGES for *SPIN4KIDS PLUS 2016*

About *Spin4Kids Plus*:

- *Spin4Kids Plus* is one of Canada's largest one-day fitness fundraisers, in support of GoodLife Kids Foundation – a private foundation with a vision for every Canadian kid to have the opportunity to live a fit and healthy good life.
- The event will feature thousands of participants on teams of up to eight (beginners to experts) taking part at from over 200 GoodLife Clubs across the country.
- Activities include indoor cycling and other group fitness classes in a party-like atmosphere.

***Spin4Kids Plus* is Celebrating Five Years of Fitness Fun!**

- In the first four years, *Spin4Kids Plus* events have raised over \$2.4million dollars.
- *Spin4Kids Plus* is celebrating its 5th Anniversary in 2016!
- Our goal for 2016 is to raise \$1 Million to get Canadian kids active.

Who/What Are You Raising Money For?

GoodLife Kids Foundation

- GoodLife Kids Foundation is a private foundation with a vision for every Canadian kid to have the opportunity to live a fit and healthy good life.
- **To date, GoodLife Kids Foundation impacted over 235,000 Canadian children through the GoodLife4Kids School Program, Grant Program, and Win4Kids contest.**
- The GoodLife4Kids School Program was officially launched this year following a successful pilot and is currently operating in 75 schools across Canada. The School Program is a partnership sharing GL4K Coaches' passion for fitness and physical activity with grade 4 students and teachers at no cost to their schools.

****Make a callout for organizations in YOUR community to apply for grants****

- GoodLife Kids Foundation encourages registered charities with programs that fit with our giving criteria to apply for grants! To learn more about the GoodLife Kids Foundation Grant Program go to: goodlifekids.com.



How did Spin4Kids Plus Begin?

- March of 2011, Dr. Richard Barter, GoodLife Group Cycling instructor and Emergency Room Physician in St. John's NFLD, held a spin-a-thon event to help more Canadian kids benefit from an active life.
- This event's success (raised \$23,000) brought upon the idea for a coast-to-coast challenge to other GoodLife clubs – a nationwide spin-a-thon, with hundreds of teams across the country spinning simultaneously in the support of GoodLife Kids Foundation – and in 2012, the first national *Spin4Kids* event was born.
- In 2015, the event was renamed *Spin4Kids Plus* as it evolved to include a range of indoor fitness options for participants.

Statistics:

- 91% of Canadian kids are not meeting the minimum requirement of 60 minutes of moderate/vigorous physical activity per day.
- There is a growing body of research demonstrating that physical activity and fitness can benefit academic performance for children.
 - Active kids concentrate better and have increased attention, memory, and focused behaviours that can lead to enhanced learning.
- During waking hours, 5-17 year olds spend an average of 8.5 hours per day being sedentary.
- Studies show this is the first generation of Canadian children who won't outlive their parents.