

For Immediate Release

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Inspiring Kids to Get Active



Help get more Canadian kids active by spinning, grooving and moving at *Spin4Kids Plus*

GoodLife Kids Foundation hosts one of Canada's largest one-day fitness fundraisers

London, ON—On Saturday, March 7, thousands of Canadians will participate in [Spin4Kids Plus](#) – one of Canada's largest one-day indoor fitness fundraisers – in support of [GoodLife Kids Foundation](#) to give every Canadian kid the opportunity to live a fit and healthy good life. In 2014, the event raised \$851,000 across the country, and this year a goal of \$1.5 million has been set to make an even bigger positive impact on the lives of Canadian children.

“Upping our goal to raise \$1.5 million is ambitious, but we know how much work needs to be done in order to help Canadian children lead more active lives so we are up for the challenge,” says Lisa Burrows, Executive Director of the GoodLife Kids Foundation. “Helping all Canadians live healthy lives is something GoodLife members and staff are passionate about. We recognize that when you're active at a young age it sets the foundation for a healthy lifestyle.”

GoodLife members, staff, partners and friends from 210 clubs will come together in teams up to eight at more than 75 locations in a joint effort to support the event. In the past, the events have mainly included indoor cycling but now, for the fourth year of the event, participants have the option to take part in other one hour activities in addition to cycling. Activities include but are not limited to: BODYPUMP, BODYCOMBAT, BODYFLOW and Zumba. Visit www.spin4kids.com to find out more about types of events being held across Canada.

“Seeing Spin4Kids succeed and evolve has made me very proud. I'm happy to be part of something that is making a difference,” says Dr. Dick Barter, National Spin4Kids Chairperson. In 2011, Barter organized a single event in St. John's, NL, which has now become a national initiative with thousands of participants as *Spin4Kids Plus*. He exclaims, “It's amazing that our team in St. John's has inspired GoodLife Clubs across Canada. The national impact is outstanding.”

Funds raised through *Spin4Kids Plus* will go towards two key initiatives: the GoodLife Kids Foundation Grant Program and the new GoodLife4Kids School Program. To date the GoodLife Kids Foundation has given \$1.6 million to almost 200 organizations, helping more than 212,000 Canadian children live more

active, healthier and happier lives. The GoodLife4Kids School program is currently being piloted in 10 communities across Canada and will look to grow to even more areas in September of 2015.

Help give more Canadian kids the opportunity to live a fit and healthy good life by visiting www.spin4kids.com to sign up for a team, donate to an existing team, or to learn more.

Join the conversations on social media:

- #Spin4Kids
- #Spin4KidsPlus
- #SpinGrooveMove
- @goodlifekids
- www.facebook.com/goodlifekids

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MEDIA NOTE: Interview and photo opportunities are available pre-event, day-of event, and post-event at the locations listed on the [website](#).

Photo Opp: Win4Kids national contest winners to be announced at select *Spin4Kids Plus* events.

After a national submission process, GoodLife Kids Foundation has selected 10 finalists from across Canada to receive grants toward activity programming for kids. The number of Canadian votes received will determine how much grant funding will be allocated to each finalist, up to a national grand prize grant of \$25,000 awarded to the organization with this highest number of votes. Three of the finalists will receive \$12,000, three will receive \$8,000 and three will receive \$5,000. For more information, visit www.win4kids.com.

About 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 Grant Program has given \$1.6 million to almost 200 organizations, impacting over 221,000 Canadian children. **To learn more about the GoodLife Kids Foundation Grant Program or the new GoodLife4Kids School Program go to: www.goodlifekids.com.** Join the conversation on getting Canadian kids active:

[facebook.com/goodlifekids](https://www.facebook.com/goodlifekids) and @goodlifekids

GoodLife Fitness covers 100% of our administrative and operational expenses so that every dollar raised will make the biggest impact on the lives of Canadian kids.

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