



Inspiring Kids to Get Active

## **For Immediate Release**

**Thursday, December 20, 2012**

### **GoodLife Kids Foundation grants \$275,000 in 2012 to get Canadian kids Active**

GoodLife Kids Foundation is rapidly becoming a leader in getting Canadian kids off the couch and into their running shoes. In 2012, GoodLife Kids Foundation through its national Grant Program, allocated \$275,000 to organizations and programs across the country that have the mandate of getting Canadian children active while also striving for sustainable behavioural change.

With the full support of GoodLife Fitness, and with childhood activity expert, Olympian Silken Laumann at the helm as the GoodLife Kids Champion, GoodLife Kids Foundation is poised to help tens of thousands of Canadian children get active in 2013. Since 2009, GoodLife Kids Foundation has helped almost **200,000 children** across Canada get active and has allocated close to **\$1 Million** through the grant program.

“Together we can ensure that physical activity and healthy eating become a part of every Canadian child’s daily living,” says Silken Laumann, GoodLife Kids Champion. “It is our passion and mandate to work with like-minded organizations to help make concrete and sustainable change with children and youth across the country. We want to put our children and youth on the path of good health and success and stop the progress toward an unhealthy and inactive society.”

#### **Key 2012 GLKF Grant Recipients:**

- KidsAbility Centre for Child Development Centre – Kitchener-Waterloo/Guelph/Cambridge, ON
- Larkhall Academy – St. John’s, NL
- NStep Eat Walk Live – Calgary/Edmonton, AB; Richmond/Surrey/Sunshine Coast, BC
- Hugh Cairns V.C. School – Saskatoon, SK
- Children’s Health Foundation – London, ON
- Girls On The Run Ontario

To view all of our grant recipients in 2012 please visit: [http://www.goodlifekids.com/grant-program/map\\_grants/](http://www.goodlifekids.com/grant-program/map_grants/)

#### **TO APPLY FOR A GRANT VISIT:**

<http://www.goodlifekids.com/grant-program/granting-program/>

**Olympian and GoodLife Kids Champion, Silken Laumann is available for phone interviews, Friday, December 21, 2012**

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**GoodLife Kids Foundation (GLKF)**

GoodLife Kids Foundation is a Canadian private foundation with a vision for every Canadian kid to have the opportunity to live a fit and healthy good life. We are inspiring parents, role models, mentors, leaders and individuals like you, to deliver the message to kids, that being active is not only good for their body and mind but also a lot of fun.

As a CATALYST we help change behaviours, increase activity and reduce the obesity rates in Canadian kids. Making an IMPACT is about tangible results and evidence that positive change has occurred. GoodLife Kids Foundation will COLLABORATE with individuals and organizations committed to EXCELLENCE and PASSIONATE about inspiring active healthy kids. For more information, please visit [www.goodlifekids.com](http://www.goodlifekids.com)

**Spin 4 Kids**

Spin 4 Kids is an incredible one-day fundraising event in support of the GLKF. Fueled by the energy and enthusiasm of GoodLife Fitness Employees, Members and Partners, Spin 4 Kids 2013 aims to raise over \$500,000 to support kids activity across Canada. [www.spin4kids.com](http://www.spin4kids.com)