

FOR IMMEDIATE RELEASE  
MARCH 14, 2013



### **Spin 4 Kids raises over \$500,000 to get Canadian Kids Active**

*GoodLife Kids Foundation boasts over 7,500 participants in Canada's largest 1-day spin-a-thon*

[London- ON]—On Saturday March 2, 2013, thousands of GoodLife Fitness employees, Members, partners, friends and family pedaled on indoor cycles in the 2<sup>nd</sup> annual Spin 4 Kids event, Canada's largest one-day spin-a-thon, in support of the GoodLife Kids Foundation (GLKF).

The event featured over 7,500 riders, on teams of up to eight (beginners to experts), spinning an hour each, over eight hours in GoodLife Fitness Clubs, local malls, and hotel conference rooms across Canada—from St. John's, Newfoundland to Victoria, British Columbia. 25 cyclists amazed spectators by riding for the whole 8 hours!

### **Spin 4 Kids surpassed all expectations by raising \$508,027 to help Canadian kids get active.**

Last year, in the first national Spin 4 Kids, GoodLife Kids Foundation raised over \$184,000. As a result of this success and other fundraising initiatives, the GoodLife Kids Foundation Grant Program ([www.goodlifekids.com/grant-program/granting-program](http://www.goodlifekids.com/grant-program/granting-program)), was able to provide a total of \$275,000 in 2012, to local organizations that help Canadian kids live healthier, happier, and more active lives.

David Patchell-Evans, GoodLife Fitness Founder and CEO along with the GoodLife leadership team recently decided to increase their annual investment in the GoodLife Kids Foundation, so that even more funds could go directly to helping children across Canada live active and healthy lives.

"100% of the money you donate to GoodLife Kids Foundation goes to helping Kids across Canada get active and healthy!" said David Patchell-Evans, GoodLife Fitness Founder and CEO, who created GoodLife Kids Foundation in 1998. "GoodLife Fitness Clubs covers all of GoodLife Kids Foundation administrative and operational expenses so that every dollar raised will make the biggest impact on the lives of Canadian kids."

"GoodLife's Corporate pledge to cover all operational and administrative costs means GoodLife Kids Foundation can expand its scope to help even more Canadian Kids live active and healthy lives," said 3-time Olympic Medalist and GoodLife Kids Champion, Silken Laumann. "Also the unbelievable and inspirational support, through staff and member participation in this year's Spin 4 Kids, means we're going to be able to make a tangible, positive impact on the health and quality of life of Canadian children for years to come."

## **2013 Spin 4 Kids National Fundraising Champion**

Dr. Richard Barter, Emergency Room Physician, Group Cycling Instructor, and National Spin 4 Kids Chairperson, who created Spin 4 Kids in 2011 as a local event in St. John's NL, once again took home the trophy as the 2013 Spin 4 Kids National Fundraising Champion. Dr. Barter's event, which he organized with six different GoodLife Fitness Clubs, raised an incredible total of **\$99,473.27!** This was almost double last year's total at the St. John's event.

"I can't thank everyone enough who came out to support this event in St. John's and across the entire country," said Dr. Barter. "We know there is much work to be done to significantly change the health and activity levels of our kids. The growth of Spin 4 Kids nationally has demonstrated that there is potential to make a real difference and promote concrete, positive change!"

## **Ontario Premier Kathleen Wynne Rides in Spin 4 Kids**

11-year-old Elizabeth entered her family—Mom, Dad and five siblings—as a team to ride in Spin 4 Kids at the King's Mill GoodLife Fitness Club in Etobicoke, ON. The family had always made a strong commitment to being healthy and physically active together but due to a scheduling conflict, Elizabeth's mom was not able to ride this year. So, Elizabeth told her mom about her idea to write Premier Kathleen Wynne to ask if she'd like to join their team. To Elizabeth's excitement, the family home received a call from the Premier's Office, saying that Wynne was looking forward to being a part of their team! Arriving to a buzz of enthusiasm and energy, Premier Wynne was greeted by Spin 4 Kids participants, staff and GoodLife members in Etobicoke and enjoyed an hour long cycle with Elizabeth and her family, as well as pictures and a meet and greet afterwards.

## **Fun Facts about Spin 4 Kids:**

- 49 Host Events
- Participants from 104 GoodLife Fitness Clubs
- Over 7,500 participants nation-wide
- Spin 4 Kids spanned 8 provinces: NFLD, NS, NB, ON, MB, SK, AB, BC
- Most Money Raised at multi-club Spin 4 Kids event (Included participants from 6 GoodLife Clubs): **St. John's NFLD- \$99,473.27**
- Most Money Raised by Single Club Spin 4 Kids Event: **Saskatoon SK- \$34,660.05**
- Oldest rider: 76-year-old in Grimsby ON
- Youngest rider: 9-year-old, in London ON
- 25 people pedaled for full the 8-hour event!

-30-

**\*Interviews, B-Roll Footage, and Photos available upon request\***

## **Media Contact:**

Adam Roberts- Public Relations Specialist, GoodLife Fitness  
[aroberts@goodlifefitness.com](mailto:aroberts@goodlifefitness.com) or 519-661-0190 ext. 424

[www.goodlifekids.com](http://www.goodlifekids.com) or [www.goodlifefitness.com](http://www.goodlifefitness.com)

### **THANK YOU TO OUR NATIONAL SPONSORS**

<b>Presenting Sponsor</b>	<b>Breakaway Sponsor</b>	<b>Peloton Sponsor</b>	<b>Support Crew Sponsor</b>
GoodLife Fitness	Vale	GJ Cahill & Company Ltd.	Mary R. Di Salvo Financial Services Corporation
<a href="http://www.goodlifefitness.com">www.goodlifefitness.com</a>	<a href="http://www.nickel.vale.com">www.nickel.vale.com</a>	<a href="http://www.gicahill.com">www.gicahill.com</a>	

### **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. GoodLife Kids Foundation will COLLABORATE with organizations committed to EXCELLENCE and PASSIONATE about inspiring active healthy kids. To date GoodLife Kids Foundation Grant Program has given nearly \$1 MILLION to over 80 organizations and helped almost 200,000 Canadian children. GoodLife Kids Foundation encourages registered charities with programs that fit the giving criteria to apply for grants!

**To learn more about the GoodLife Kids Foundation Grant Program or to apply for a Grant go to [www.goodlifekids.com](http://www.goodlifekids.com)**

100% of the money you donate to GoodLife Kids Foundation goes to helping Kids across Canada get active and healthy! GoodLife Fitness Clubs covers all of our administrative and operational expenses so that every dollar raised will make the biggest impact on the lives of Canadian kids.

### **About Spin 4 Kids:**

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. With the help of GoodLife members, associates, and their friends and family, Dr. Barter, raised over \$23,000 for GoodLife Kids Foundation. This success 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 support of GoodLife Kids Foundation. In 2012, the 1st national Spin 4 Kids was born.

[www.spin4kids.com](http://www.spin4kids.com)