



Media Advisory
For Immediate Release
February 27, 2012

Newfoundland “Spin Doctor” and Olympian Silken Laumann launch national spinathon *in hopes of transforming the future health of Canadian Children!*

-Spin 4 Kids raises funds to support GoodLife Kids Foundation and essential programs to get kids moving across Canada-

London, ON—On March 3, 2012 over 4600 GoodLife Members and Employees across Canada will participate in an 8 hour spin-a-thon in support of GoodLife Kids Foundation and the essential programming made possible through the Foundation.

“The *Spin 4 Kids* fundraiser gives us the opportunity to raise essential funds to help support programs across the country that are getting children active and moving every day,” says Silken Laumann, GoodLife Kids Champion. “We also want to raise awareness that as adults we can be positive role models to young people—setting an example and teaching kids about the benefits of being active and living a healthy life.”

“The response from GoodLife Clubs across Canada has been incredible,” says *Spin 4 Kids* creator, Dr. Dick Barter, a GoodLife Group Cycling Instructor and Emergency Room Physician in St. John’s, Newfoundland. “When the challenge was created we hoped to have 250 bikes participate, with each bike raising \$1000. To date, we have nearly 600 bikes registered—more than double the original goal!”

Dr. Barter continues, “Over the 30 years I’ve been practicing medicine, I’ve seen many adult patients suffering from the long-term health effects of obesity. The idea around Spin 4 Kids is that we’re riding to benefit our health as adults and, through funds raised for the GoodLife Kids Foundation, the future health of Canadian kids.”

What: National *Spin 4 Kids* event in support of the GoodLife Kids Foundation (www.goodlifekids.com)

When: Saturday March 3rd, 2012 (10 a.m.-6 p.m. Please note some locations have different times listed below)

Note: All times below reflect the time zone of that region

Where:

Participating GoodLife Fitness Club Locations by Province

Newfoundland and Labrador
St. John's Atlantic Place

Nova Scotia

Dartmouth Burnside- (8 a.m-4 p.m)

New Brunswick

Quispamsis Village Place - (11 a.m- 7 p.m)

Ontario

Timmins Waterloo Road

Kitchener Market Square

Sault Ste. Marie Great Northern

Woodstock Quality Inn

Kitchener Williamsburg

Waterloo Erb Street

Ottawa Strandherd Crossing - (8:15 a.m-4:15 p.m)

Ottawa Place D'Orleans -

Guelph Edinburgh Plaza - (9 a.m-5 p.m)

London King & Wellington

Bramalea City Centre - (11 a.m-2 p.m)

Ottawa St. Laurent Centre

Ottawa Hazeldean Road - (9a.m-5 p.m)

Oshawa Centre Mall

Ottawa Queen St

Ottawa Hunt Club - (9a.m-5 p.m)

North York Willowdale

Manitoba

Winnipeg Kenaston

Saskatchewan

Saskatoon Centre Mall

Alberta

Sherwood Park Mall - (9a.m-5 p.m)

Calgary McKenzie Towne Centre

British Columbia

Burnaby Northgate

Abbotsford Clearbrook

Victoria Bay Centre -

Vernon - (8 a.m-4p.m)

Media and Photo Opportunity**Interview opportunities:**

- Dr. Dick Barter, creator of the *Spin 4 Kids* Event

- Silken Laumann, GoodLife Kids Champion and 3-time Olympic Medalist

- Location specific photo opportunities available from the above list
- Local interviews also available with local *Spin 4 Kids* Event Organizers and GoodLife Kids Foundation Coaches

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For more information about the event, please visit: <http://www.goodlifekids.com/events/spin-a-thon/>

GoodLife Kids Foundation would like to thank Spin 4 Kids sponsors:



About Spin 4 Kids

In March of 2011, Dr. Dick 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 and associates, Dr. Barter, or 'the Spin Dr.' as he is affectionately known by members at his club, raised over \$23,000 for the 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 a goal of 250 bikes all spinning on the same day and raising \$250,000 for GoodLife Kids Foundation. The 1st annual **Spin 4 Kids** was born.

About the 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. Since 2009 GoodLife Kids Foundation Grant Program has given out over \$550,000 to organizations providing opportunities for kids to benefit from an active life. To date the GoodLife Kids Foundation Grant Program has supported 50 organizations and 160,000 kids, ages 4 to 14, across Canada providing opportunities for kids to positively change their physical activity behaviour. For more information visit: www.goodlifekids.com

Examples of Programs supported by the GoodLife Kids Foundation:

[Girls on the Run-](#) Toronto, ON
[The R.E.A.L Program-](#) St. John's, NFLD
[Big Brothers and Big Sisters-](#) Halifax, NS

[Kid Sport Ottawa](#)- Ottawa, ON

[Vincent Massey Community School](#)- Saskatoon, SK

[Boys and Girls Club Services of Greater Victoria](#)- Victoria, BC

[Fort Whyte Alive](#)- Winnipeg, MB

[NSTEP Eat Walk Live](#)- Calgary, AB

For a Full List of Grant Recipients Visit: http://www.goodlifekids.com/grant-program/map_grants/