



**FOR IMMEDIATE RELEASE**

**April 4, 2016**

**GoodLife Kids Foundation raises nearly \$1 million to help Canadian kids get active**

*Participants from 219 GoodLife Fitness Clubs across Canada raise \$963,111 at Spin4Kids Plus 2016*

**London, ON**—On Saturday, March 5<sup>th</sup>, thousands of Canadians participated in [Spin4Kids Plus](#) – one of Canada’s largest single-day indoor fitness fundraisers. The event benefits [GoodLife Kids Foundation](#) with the purpose of giving every Canadian kid the opportunity to live a fit and healthy good life. The fifth anniversary of this event was marked by its best fundraising results to date, with \$963,111 raised nationwide.

“The community support for this event across the country has been inspiring,” says emergency room physician, GoodLife group fitness instructor and event founder, Dick Barter. “Once again, we’ve witnessed thousands of Canadians coming together to provide kids with the opportunity to get active and lead happier and healthier lives.”

Over 7,500 GoodLife members, employees, partners and friends from 219 clubs came together to spin, groove and move at 67 event locations spanning eight provinces. Activities included indoor cycling along with other one-hour group fitness classes such as BODYPUMP™, BODYATTACK™, BODYFLOW™ and Zumba®, all taking place in a fun party atmosphere.

“We’ve had some very notable successes, both at some of our smaller and larger events this year,” says GoodLife Kids Foundation executive director Lisa Burrows. “Belleville nearly tripled their previous results to raise \$27,136 while a recently opened club in Regina held a first-time event drawing over \$12,000 in donations. In Halifax, the second largest event in the country also showed growth despite the economic downturn and raised \$72,520. Funds raised through *Spin4Kids Plus* this year will enable us to continue to have a positive impact in children’s lives through much-needed physical activity programs.”

*Spin4Kids Plus* 2016 also experienced increased sponsorship, with new national sponsors Jordan’s Morning Crisp, audiobooks.com and Royal Canin coming on board to join returning national sponsors Mary R. Di Salvo Financial Services and First Capital Realty and presenting sponsor GoodLife Fitness.

Funds raised through *Spin4Kids Plus* will go toward two key initiatives: the GoodLife4Kids School Program and the GoodLife Kids Foundation Grant Program. To-date GoodLife Kids Foundation has helped over 235,000 Canadian children live more active, healthier and happier lives. Currently, the Foundation’s Grant Program is focused on providing ongoing physical activity opportunities for children with special needs. Following a successful pilot phase, the GoodLife4Kids School Program officially launched in September 2015 and is operating in 75 schools with continued growth on the horizon. The GoodLife4Kids School Program aims to inspire a lifelong-love of physical fitness among grade four students. The School Program is a partnership program with local schools where GoodLife4Kids Coaches help students learn early fitness skills. This program is offered at no cost to schools over the two-year partnership.

**Fun facts about *Spin4Kids Plus* 2016:**

- 68 host events spanning eight provinces: NL, NS, NB, ON, MB, SK, AB, BC
- Over 7,500 participants representing 219 GoodLife Fitness Clubs nationwide
- Special guests included Olympic and Paralympic athletes, local government officials and Canadian recording artists
- Most money raised at a multi-club Spin4Kids Plus event: \$131,614 (St. John's, NL)
- Most money raised at a single-club Spin4Kids Plus event: \$27,136 (Belleville, ON)

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**MEDIA NOTE**

Interviews, B-roll footage and photos available upon request.

**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 has impacted over 235,000 Canadian children through physical activity opportunities supported by the GoodLife4Kids School Program, Grant Program and Win4Kids contest.

**To learn more about GoodLife Kids Foundation's programs, go to [goodlifekids.com](http://goodlifekids.com).**

Join the conversation on getting kids active: [facebook.com/goodlifekids](https://facebook.com/goodlifekids) and [@goodlifekids](https://twitter.com/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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