

# FITGIRLS DIRECTORY

2019

## WHAT IS THE FITGIRLS DIRECTORY?

*The FITGirls Directory is a free, online resource for people to help find sport organizations, clubs and businesses for girls ages 5 – 17 in Manitoba. It provides a listing of businesses who support girls in sport and are actively committed to growing their membership and exposure to females.*

*Each business/organization has a write up about what girls and parents can expect from their first class or visit, contact information and (optional) deal for FITGirls readers.*

## MEDIA COVERAGE

We have received local, national and international media coverage for the work we do for girls in sport. Some local media include Global News, CTV News, Winnipeg Free Press, CBC Canada, Winnipeg Sun and more. See our website for a full list of media coverage.

Our FITGirls Directory is promoted via our social media channels, e-newsletter and media relations, allowing us to reach over 15,000 people who are invested in girls and women in sport.

## PRICE OPTIONS & EARLY BIRD DEADLINES

**FITGirls Directory Listing** **\$120**

\*until December 1\*

**FITGirls Directory Listing** **\$140**

\*after December 1\*

**FITGirls Directory AD** **\$120**

\*until December 1\*

**FITGirls Directory AD** **\$140**

\*after December 1\*

**\*\*Pricing for the Directory and Ads are for the 2019 Calendar Year\*\***

## FITGIRLS BLOG

FITGirls Blog is a great way to feature your business, coaches and/or athletes. Our blog specializes in featuring solid information on sport, health, nutrition and people who are killing it in the health and fitness world.

Our blog can help you reach a new audience, establish yourself as an authority in the sport and fitness community, build rapport, engage with the audience, and tell your story.

**FITGirls Directory BLOG\*** **\$175**

\*available throughout the year\*

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## TESTIMONIALS

### BASKETBALL MANITOBA

"Being part of the FITGirls program and campaigns to get more females active in sport has been a great fit for Basketball Manitoba! Their high-energy drive to motivate girls to get and stay involved in a healthy, active lifestyle using creative means has helped us drive our female basketball camp and league registrations over the last few years. We are looking forward to seeing the number of girls in basketball continue to grow with a partnership with FITGirls!"

Adam Wedlake, Executive Director

### WINNIPEG WOMEN'S KICKBOXING

"It was great to see so many new faces walk through our doors this summer! The FITGirls Directory gave our business and our sport great exposure!"

Trisha Sammons, Head Coach

### TENNIS MANITOBA

"The FITGirls Directory is a great way to entice females to experience a sport they otherwise may not have tried. The Directory opens the doors to a world of sports and keeps girls active and fit. For organizations such as Tennis Manitoba, The FITGirls Directory brings new kids to our sport which, in the end, is our mission – increased participation."

Mark Arndt, Executive Director

### FITGIRL MOM

"My daughter and I had such a great time staying active this summer. The best part? We tried new activities together! Now that summer is over I was able to register her for synchronized swimming and I got a discount by using the FITGirls name. I look forward to what kinds of activities my girl and I will do together next summer!"

Angela Bergmann, Mom