

FITGIRLS DIRECTORY 2020

**FIT
Women
& Girls**

EMPOWERING THROUGH POSITIVITY & HEALTH

WHAT IS THE FITGIRLS DIRECTORY?

The FITGirls Directory is a free, online resource for parents and kids to help find sports and activities for girls ages 5 - 15 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 Directory Listing 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. 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. The cost for the 2020 FITGirls Directory Listing is \$140.

NEW TO THE FITGIRLS DIRECTORY

Sponsored Story - An exclusive story in our monthly newsletter and promoted posts on our social media, showcasing your upcoming event(s), registration information and more. \$75 Fee

Media Release - Our team will write a media release to send out to our media database, consisting of over 150 local media personalities in print, radio, television and online. Our connections and reach with media in Manitoba allows for us to get great coverage for the work that we do and this will extend to you and your organization's needs. \$350 Fee for FITGirls Directory Member (\$525 for non-members)

Contact Us at 204.770.2203 or Info@FITCommunications.ca

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FITGIRLS DIRECTORY TESTIMONIALS

Basketball Manitoba - Adam Wedlake, Executive Director

"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!"

Tennis Manitoba - Mark Arndt, Executive Director

"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."

Winnipeg Women's Kickboxing - Trisha Sammons, Head Coach

"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!"

FITGirl Mom - Angela Bergmann

"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!"

PRICING SUMMARY

2020 FITGIRLS DIRECTORY LISTING

\$140

SPONSORED STORY

\$75 per exclusive story in our monthly newsletter showcasing your upcoming events, registration information and more. A promoted social media post is included.

MEDIA RELEASE

\$325 for FITGirl Directory Members
(\$525 for non-members)

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