

## Lite 95.9's Mookie Wilson and Billie Jo Ross to participate in BootCamp

*The Canadian Women's Foundation and GoodLife Fitness launch  
BootCamp for Shelter from the Storm*

**CALGARY, AB (March 9, 2011)** – The Canadian Women's Foundation, in partnership with GoodLife Fitness today announced a new pledge based fundraising event on April 30, *BootCamp for Shelter from the Storm*. This first ever national BootCamp for charity will challenge participants physically in support of abused women and their children facing the biggest challenge of their lives.

Lite 95.9's Mookie Wilson and Billie Jo Ross have both committed to fundraising and participating in the Calgary BootCamp, to be held on April 30 at Olympic Plaza.

All donations will support local shelters and programs that help women rebuild their lives; that teach young people about healthy relationships; and that counsel children who have witnessed violence, to help them heal and prevent them from becoming victims or abusers themselves.

The registration fee is \$20, with a \$300 fundraising minimum. All participants will receive a BootCamp t-shirt and one week GoodLife membership, with incentive prizes increasing with donations. Our top national participant will receive a Rogers Blackberry, a one year GoodLife membership and a \$1,000 Winners/HomeSense gift card, while our local top fundraisers in each city will receive a Rogers Blackberry and \$500 Winners/HomeSense gift card with more incentive prizing to be announced in the coming weeks.

With the *BootCamp for Shelter from the Storm* lasting 60 minutes, a great way to fundraise is to ask friends and family to sponsor a minute of your time for \$5. After all, if you can do a BootCamp, the fundraising is the easy part.

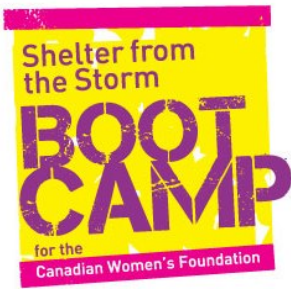
### **Calgary Event Details**

Registration: 9:30am  
BootCamp: 11 a.m.  
Olympic Plaza

*BootCamp for Shelter from the Storm* will also be held in Toronto, Winnipeg and Ottawa, with local celebrities joining participants in raising donations for local shelters and programs.

Full details and registration information can be found online at  
[www.shelterfromthestorm.ca](http://www.shelterfromthestorm.ca)

Participants in Calgary can join Team Mookie or Team Billie Jo online at  
[www.shelterfromthestorm.ca](http://www.shelterfromthestorm.ca).



### **About Shelter from the Storm**

*Shelter from the Storm* is Canada's largest national fundraising campaign dedicated to ending violence against women. Funds raised support community violence prevention programs and over 450 shelters for abused women across Canada. The campaign is an initiative of the Canadian Women's Foundation and its campaign partners: Winners and HomeSense and Rogers Media. [www.shelterfromthestorm.ca](http://www.shelterfromthestorm.ca)

### **About the Canadian Women's Foundation**

The Canadian Women's Foundation is Canada's only national public foundation dedicated to improving the lives of women and girls. The foundation researches, shares and funds the best approaches to ending violence against women, moving low-income women out of poverty, and empowering girls with confidence, courage and critical thinking skills. [www.canadianwomen.org](http://www.canadianwomen.org)

### **About GoodLife Fitness**

GoodLife Fitness is Canada's largest and most successful fitness club chain and the 5<sup>th</sup> largest fitness chain in the world. GoodLife has almost 300 clubs from coast to coast in Canada. In 2011, GoodLife Fitness received platinum status Canada's 50 Best Managed Companies and also achieved platinum level with Canada's 10 Most Admired Corporate Cultures. The GoodLife Fitness vision is to help all Canadians lead an active and healthy good life. 1 in 45 Canadians is a GoodLife member. [www.goodlifefitness.com](http://www.goodlifefitness.com)

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