

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

Funds raised will support local shelters and violence prevention programs

OTTAWA, ON (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.

The Ottawa BootCamp will be held on April 30 at the Queensview GoodLife at 2655 Queensview Dr.

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.

Ottawa Event Details

GoodLife – Queensview
2655 Queensview Dr.
Registration opens at 12 p.m.
BootCamp begins at 1 p.m.

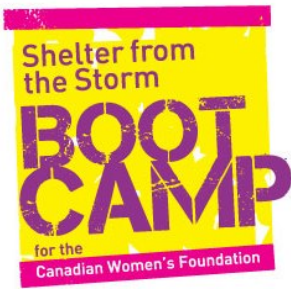
BootCamp for Shelter from the Storm will also be held in Toronto, Calgary and Winnipeg, with local celebrities joining participants in raising donations for local shelters and programs.

Full details and registration information can be found online at www.shelterfromthestorm.ca

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





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

About GoodLife Fitness

GoodLife Fitness is Canada's largest and most successful fitness club chain and the 5th 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

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