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MEDIA RELEASE
August 13, 2009

**FAST AND FEMALE HOSTS MILESTONE FIT & FUN SERIES ON
AUGUST 18-21 AT CAPE CROKER PARK IN WIARTON, ONTARIO**

**30 girls from Aboriginal and regional communities to participate in three days of
dryland training, inspirational presentations and cultural immersion**

Calgary, Alberta (August 13, 2009) – Fast and Female presented by Best Buy - Canada's highly dynamic organization dedicated to empowering young female athletes through sports - will host its second FIT & FUN Series of the summer on Tuesday, August 18 to Friday August 21, 2009 at Cape Croker Park, of Nawash First Nation. This event will be hosted by two Ontario ski clubs: Anishnaabe Nordic Racers and Georgian Bay Nordic.

Founded in 2005 by Olympic Gold Medalist in Cross-Country Skiing, **Chandra Crawford**, Fast and Female presented by Best Buy delivers innovative programming for female youth between the ages of 9 to 19 years old.

The imminent FIT & FUN Series at Cape Croker will involve 30 young female participants from Chippewa of Nawash First Nation, Saugeen-Ojibway Nation and Georgian Bay Nordic, the regional racing club. For Fast and Female, this event will mark a significant milestone by being the first ever multi-day camp intently focused on engaging members from the local Aboriginal community. With **Marika Cockney** and **Sekwan Trottier** acting as event ambassadors, this also marks the first time that two past event participants are now assuming key leadership roles to ensure the success of the camp. Both young women started out as Fast and Female participants in 2007 and have been named the organization's first Indigenous ambassadors.

"I'm thrilled to see this foundational Cape Croker event be led by Aboriginal ambassadors who started out as Fast and Female participants," said Crawford who is presently training full-time for the 2010 Winter Olympics after having sat out of the 2009 season to heal an injury. "This is what Fast and Female is all about – Spreading the love to inspire the next generation of leaders to give back to the community to keep the tradition alive."

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"I'm excited about being an inspirational leader to these Aboriginal kids. I am hoping to make a positive impact on their lives by getting them into a healthy routine of physical activity in their daily lives," said Marika Cockney, Inuk from Tuktoyuktuk, Northwest Territories.

"I am very much looking forward to meeting this group of smart and strong females of all ages. My goal is to open up more doors and ideas for these young women," said Sekwan Trottier, of Lac La Ronge Cree Nation, Saskatchewan.

The theme for this upcoming camp will be: Being balanced to succeed in life and sports. To support the fulfillment of this theme, participants will take part in a variety of activities intended to grow their physical capabilities while increasing their confidence, leadership and overall awareness of topics unique to girls in sports.

This past March, Fast and Female presented by Best Buy hosted 150 youth participants, 30 elite ambassadors from the National and Provincial Teams, 55 adults, and 15 volunteers for an overwhelmingly successful Annual Ski Festival in Calgary. This marked the organization's fifth annual ski festival in Canada.

Intently focused on providing enriching growth opportunities for young girls year-round, the organization shifted its focus to summer events when it hosted its first FIT & FUN Series in June in Canmore, Alberta. The event brought together 55 youth participants, three elite ambassadors from the National and Provincial Teams, eight adults participants and 10 volunteers.

Thanks to the financial support of its valued sponsors and partners, Fast and Female is supporting the Cape Croker event by providing a subsidy for the ambassadors' travels, covering the fees for all nutritional snacks and supplying a free water bottle for all participants. Fast and Female would also like to acknowledge the local clubs and volunteers for all their efforts in organizing this event.

ABOUT FAST AND FEMALE PRESENTED BY BEST BUY

Fast and Female presented by Best Buy is a not-for-profit organization started in 2005 by Olympic Gold Medalist in cross-country skiing Chandra Crawford. The organization's mission of "Empowerment Through Sport" is accomplished through fun-filled initiatives. Fast and Female presented by Best Buy is about more than a great time on skis; it's about building confidence and leadership skills in girls and young women while showing them how much they have to gain from an active lifestyle. The young girls who attend Fast and Female presented by Best Buy events today will lead it in the future. For more information about Fast and Female, visit www.fastandfemale.com.

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FAST AND FEMALE PRESENTED BY BEST BUY FIT & FUN SERIES

SCHEDULE

Location: Cape Croker Park, Warton, Ontario

August 18

- 9:30am: volleyball clinic
- Afternoon: yoga
- Late Afternoon: Elder Ella Waukey will officially open Fast and Female FIT & FUN Series; hike to caves on Bruce Trail, plants to be identified in Ojibway

August 19

- 9:30am: dryland training with Fast and Female Ambassadors (ski striding, core strength, balancing exercises)
- Late Morning: jingle dance workshop with Olivia and LeeAnne Stevens
- Lunch: equipment clinic
- Early Afternoon: yoga
- Mid-Afternoon: dryland training (long slow distance run/hike)

August 20

- 1:00pm: meet at Sawmill Ski Trails at Hepworth, yoga
- Early Afternoon: nutrition talk
- Mid-Afternoon: walk/run ski trails with poles
- Late Afternoon: scavenger hunt
- Healthy Dinner

August 21

- 9:30am: waxing clinic
- Mid-Morning: rollerskiing
- Early Afternoon: wind down

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HOSTS

- Marika Cockney, Inuk from Tuktoyuktuk, N.W.T.
- Sekwan Trottier, Lac La Ronge Cree Nation, Sask.

FOR WHOM

- 30 female athletes between the ages of 9 to 19 years old

MEDIA AVAILABILITY DURING THE EVENT

- Event open to media – please confirm your presence in advance. For detailed schedule, please contact Laura Robinson at (519) 483-5769, (519) 270-9050

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