

# CASE STUDY

# SHEILA



Sheila, 88, was one of the first winners of our This Girl Can Woman of the Month competition when it launched in March 2017. She was nominated by her Zumba Gold instructor, who had this to say about Sheila: “Sheila is nearly 88 years old and is an inspiration to everyone in my Zumba Gold and Zumba Fitness classes. Sheila radiates positivity and always welcomes new students when they come to class, making them more relaxed and likely to return. She maintains dance and exercise is essential to survival - she has recently had cancer and was attending classes in between radiotherapy sessions. You have to meet her to know just how amazing this woman really is!”

TGCN is an inspirational campaign that welcomes and encourages physical activity for women of all ages and abilities.

Our campaign started in 2016 with 1 week of activities, and due to demand and interest from partners and women alike, grew to a full month of activities in summer 2017.

To date our TGCN activities have engaged almost 2,300 women in activities, and the message has been spread to thousands more through social media.