

Council and GippSport Encourage Women to Jiggle Minus Judgement for This Girl Can Week

South Gippsland women are encouraged to try something new and get active in all their red-faced, sweaty glory as part of VicHealth's inaugural This Girl Can Week kicking off on 18 March.

As part of a Gippsland wide collaboration with GippSport, South Gippsland Shire Council has been provided with a \$15,000 VicHealth grant to promote This Girl Can – Victoria and the week within the community through GippSports's Gippy Girls Can community.

The campaign features everyday Victorian women and is about empowering women to feel comfortable in their bodies and in public spaces – regardless of their ability or how they look.

South Gippsland Shire Council's Strategic Planner Lyndal Peterson was proud to help build a supportive community which encourages women to get out there and get active.

"Council in partnership with Gippsport and South Gippsland YMCA will launch the This Girl Can campaign and Gippy Girls Can community at South Gippsland SPLASH Leongatha on Saturday 30 March.

"There'll be a range of free, fun and inclusive activities provided on the day from local community groups and sports clubs that will help women take that first and often daunting step to being active," said Ms Peterson.

GippSport Executive Officer Daniel Poynton was pleased to work collaboratively with Gippsland Councils to expand the partnership.

"We are excited to support our region's Gippy Girls to get active and provide the online platforms and communities for them to celebrate and support each other," said Mr Poynton.

VicHealth Acting CEO Dr Lyn Roberts said This Girl Can Week was about empowering everyday women to get active in their local community without feeling judged.

"We want South Gippsland women to know that we get it. Rocking up to a gym class or training session is tough when you don't know what to expect. That's why the activities during This Girl Can Week will be inclusive, non-judgmental and accessible for all women," said Dr Roberts.

Local community groups and sporting clubs that would like to be part of the This Girl Can campaign launch can contact GippSport at info@gippsport.com.au.

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