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For Immediate Release

Cross-Country Skiers Sarah Daitch and 4-time Olympian Sharon Firth Join Forces to Empower Northern Female Youth

Canmore, AB (February 15, 2010) - Throughout this Olympic year, **Fast and Female presented by Best** has its sights on empowering as many young women across Canada as possible. As part of this mandate, Fast and Female will be heading to Canada's North to host its first **Northern Youth Empowerment Weekend** in **Yellowknife, NWT** from **April 2-4, 2010**.

This unique Fast and Female Northern Youth Empowerment Weekend will be led by ambassadors **Sarah Daitch**, former member of the National Cross-Country Ski team and 4-time Olympian **Sharon Firth**. Founded in 2005 by Olympic Gold Medalist in Cross-Country Skiing, **Chandra Crawford**, Fast and Female delivers fun-filled initiatives for female youth between the ages of 9 to 19 years old.

"I am thrilled to be bringing this program to my home territory," said Sarah Daitch, Fast and Female ambassador who grew up in Fort Smith. "I think our young women skiers will benefit by connecting with other like-minded youth from across the North."

The Northern Youth Empowerment Weekend will take place over three days and will engage 50 skiers from half a dozen communities across the territory. To eliminate participation barriers for this special Fast and Female Event, the organizing committee is seeking \$30,000 in sponsorships to cover for participant travel, lodging, and food.

"Sponsorship for this event is crucial because the goal is to make it accessible for young women from all of our communities that have ski programs," said Daitch. "Because of the vast geography of our territory, the cost of travel is very high. Our aim is to raise funds to subsidize the travel costs so girls from communities can participate in Fast and Female," she added.

For more information on Fast and Female, please visit www.fastandfemale.com

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