



ED DYNAMIC

LOUISE GREEN

COACH
ATHLETE
AUTHOR
INFLUENCER
CONSULTANT
EDUCATOR

THE LANGUAGE OF ACCEPTANCE IS UNIVERSAL.

Louise Green

1 idea

14 years of dedication and tenacity

15 countries served

Thousands of women reached

6 Languages

15 thousand hours of hands on training

150+ Media Interviews

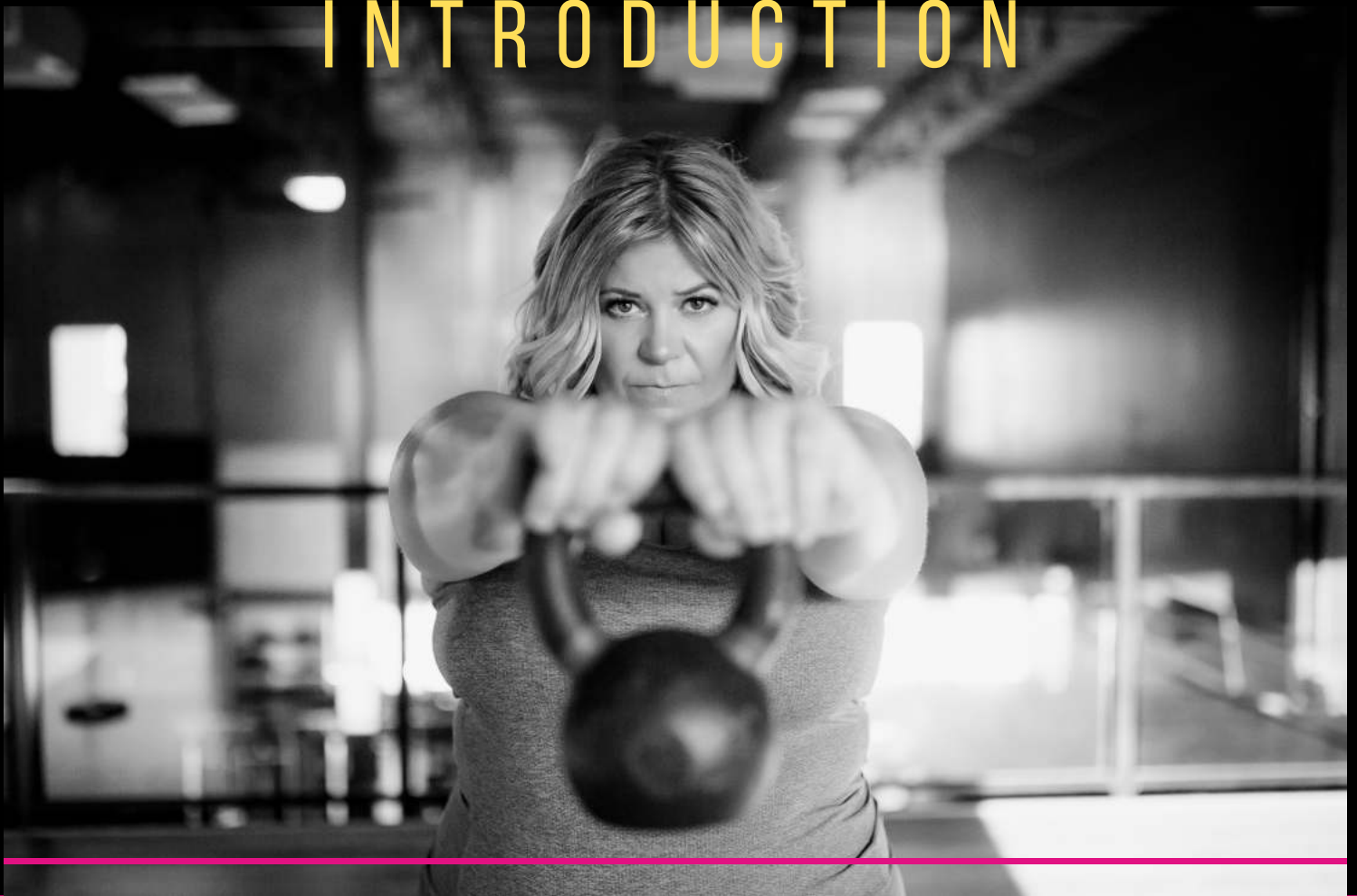
Thousands of miles travelled

100 thousand+ dedicated followers

Endless lives mobilized and impacted

Just getting started.

INTRODUCTION



Louise Green has earned fitness expert status on an international scale.

Louise is a visionary, fitness activist and change agent dedicated to creating a world where every "body" can realize their athletic potential, regardless of their size.

As a Personal Trainer her work has transcended many lives well beyond the gym, Green has tenaciously dedicated the last 14 years to disrupting the fitness industry as we know it.

Louise's work spans the globe. She has coached and influenced thousands of women to put their intimidation aside and live their athletic dreams in the body they have right now. Louise's vision for impactful world health relies on three pillars of change: Inclusive representation in health and fitness media and advertising, appropriate fitness services that engage people living in larger bodies to move and a fitness industry well educated on size inclusive fitness leadership. Louise believes this perfect storm has the incredible power to mobilize millions of sedentary people to move on a grand scale.

For more than a decade she has worked dilligently on each angle of the triangle, daily.

Louise has been a pioneer in offering dedicated size-specific fitness services since 2007. She expanded her career to work with brands and ad agencies to hone a more size-inclusive message and is developing the first size-inclusive fitness certification to better equip trainers and gyms to be more inclusive.



SOCIAL MEDIA

INSTAGRAM 52,000 FOLLOWERS

FACEBOOK 25,000 FOLLOWERS

FACEBOOK 7,000 PRIVATE MEMBERS

TWITTER 2,500 FOLLOWERS

LIST 9,500 SUBSCRIBERS



BIG FIT GIRL

THE BRAND

ABOUT

Louise Green is a celebrated Author, Influencer and Award-Winning Fitness Trainer. Louise has been changing the narrative and idealistic standards of our fitness culture.

To kick off her career, she opened the first plus-size exclusive boot camps in Canada in 2007 and the rest is literally, history.

Louise has worked the trenches for 14 years, banking over 15,000 hours physically training women who are considered outside the “cultural norm”. Louise has refined a unique intelligence into how this group is motivated and responds to fitness practices and messaging.

Louise Founded Big Fit Girl, after forging a global movement following the release of her book (Big Fit Girl). Big Fit Girl is now a brand, a hub for coaching programs, a book, a monthly SELF magazine column, a podcast and a size inclusive fitness app.

Louise is the voice that thousands of women rely on to change their, often broken, relationship with fitness and their bodies. Her movement allows for women to unearth their inner athlete and love their bodies, at every size in a climate where that remains a controversial and revolutionary act.

Big Fit Girl has welcomed and supported women into the family from 15 countries, globally.

Louise and Big Fit Girl knows that the language of acceptance is universal.

SELECT BRAND PARTNERSHIPS CONSULTANT & INFLUENCER

SPORT CHEK

HOKA ONE ONE

oculus
from facebook

MATTEL

Barbie

SELF

Reitmans

SUPERFITHERO

MUSCLE MILK

SUBWAY

Dove

POLARIS



OBERMEYER

SWIMSUITS
for all

Dia & Co

Penningtons

FOREVER 21

ADDITION ELLE



sportiveplus



PEDORTHIC
ASSOCIATION OF CANADA



MEDIA

Louise's pioneering work has been featured by some of the world's most recognizable media outlets. Throughout her career, her work has been featured in over 150 editorial, radio and television features.

She regularly offers her expertise and knowledge to media and brands who are interested in her pursuit to level the playing field and bring size-inclusive fitness to the forefront.

Louise is a regular columnist at SELF Magazine and has written for Refinery 29, The Huffington Post, XO Jane, iRun and the The Guardian.

Louise is one of the first plus-athletes to be featured in Triathlete Magazine, Bicycling Magazine, Impact Magazine, Canadian Running Magazine, STRONG Magazine, Women's Running Magazine and the UK's Runner's World.

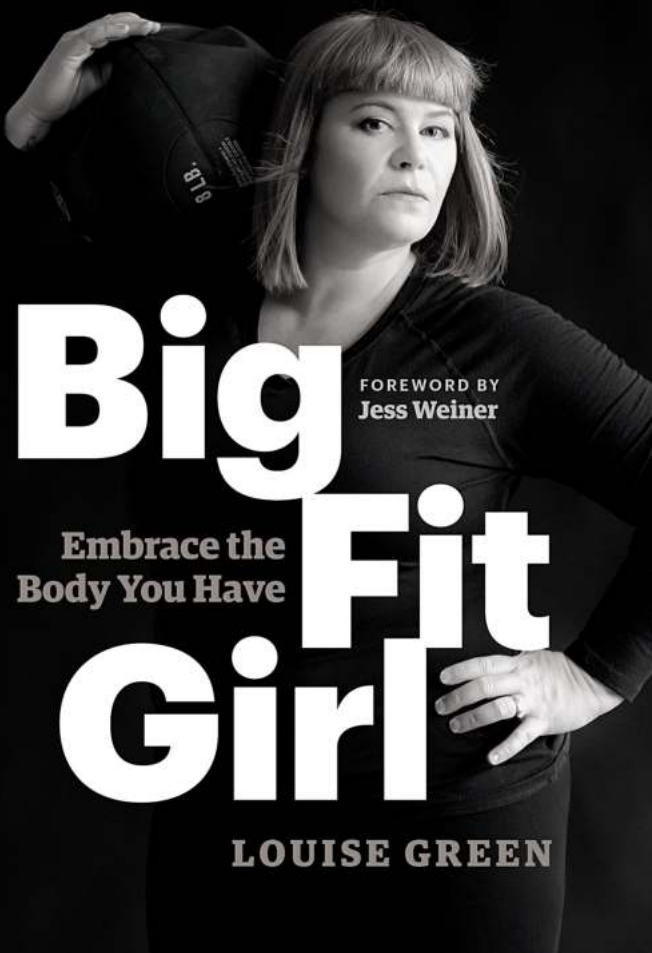
Louise has been featured on television at NBC's The Steve Harvey Show, Australia's The Morning Show and the UK's ITV, This Morning.

Louise's most memorable media moment was spending the day at the BBC in London, interviewing for 7 different shows for her book *Big Fit Girl*. Born in England growing up with the BBC, and a child of the 80's, sitting in the waiting room with Bananarama was something she will never forget!

THE BOOKS

BIG FIT GIRL 2017 (GREYSTONE BOOKS)

"Finally—a fitness book for the rest of us!
Louise Green is the fitness hero of my dreams."
JESSAMYN STANLEY, AUTHOR OF EVERYBODY YOGA



Green changed the fitness section at the bookstores when she released her ground-breaking book, *Big Fit Girl*, offering a new perspective of what it means to be an athlete.

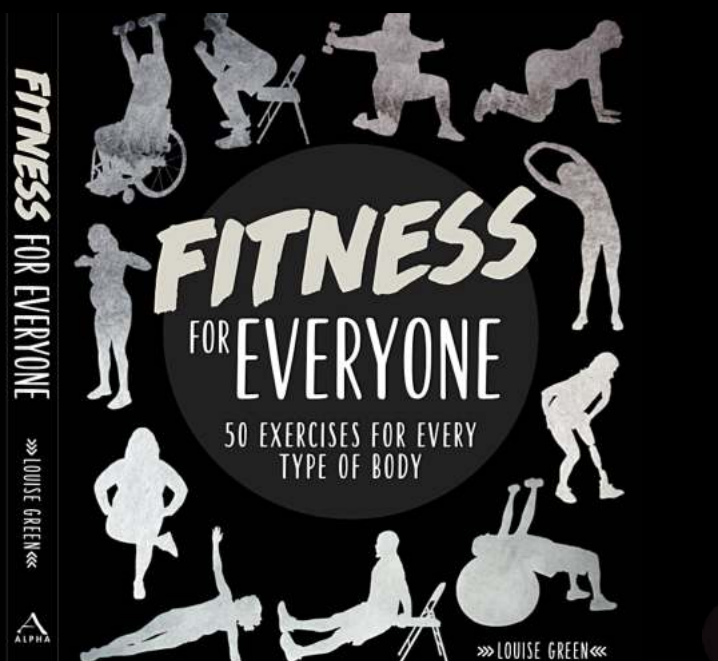
The book has sold internationally with an overwhelming positive response influencing women everywhere to lace up and get active.

Green toured Canada, the USA and the UK with sponsored book tours by Forever 21, Penningtons and Addition Elle. Louise conducted over 80 media interviews while promoting the book.

These interviews brought about both positive conversation and pushback; however, Green is unshakable in her position that larger bodies can indeed, be fit bodies.

Her latest book, *Fitness for Everyone*, is coming out December 29th, 2020 and shows practical workouts for people of every size, age and ability. *Fitness for Everyone* is one of the first fitness books to show inclusive fitness for amputees and paraplegics alongside abled bodied models.

FITNESS FOR EVERYONE DEC 2020 (PENGUIN RANDOM HOUSE)



TALKS AWARDS RECOGNITIONS



Canada's Top Fitness Instructors Nominee, 2021 (winners pending).

Named 1 of 60 Role models celebrating Barbie's 60th Birthday by Mattel.

3% Conference Chicago speakers, "Why Representation Matters" and "Sizeism in Advertising"

Named one of the Top 100 Canadian Influencers by Optimyz Magazine - 3 years in a row.

SELF Magazine's Health and Wellness Awards - Top Trainers to Follow

Featured speaker at TEDx - Let's Think Again About Athleticism.

Women of Influence, Top 5 Women in Canada Boldly Changing the World for Women and Girls.

Body Confidence Canada Awards Recipient in Health and Fitness.

2017 YWCA Women of Distinction Award Nominee

People Magazine – 8 Badass Women Who Prove Fitness Has No Size

Dove Hero Feature – Real Beauty Campaign

THE FITNESS APP

iPhone android **vimeo** OTT



BIG FIT GIRL by Louise Green 4+

Fitness Beyond Size

[Big Fit Girl by Louise Green](#)

Designed for iPad

★★★★★ 4.9 • 16 Ratings

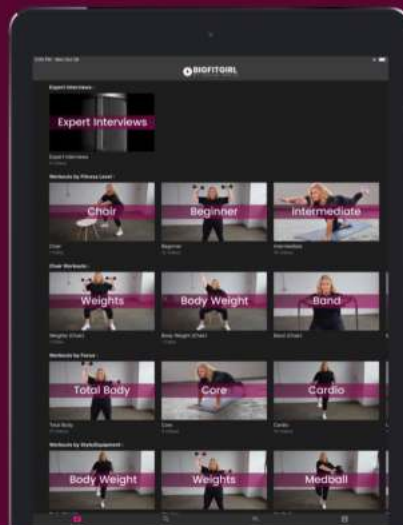
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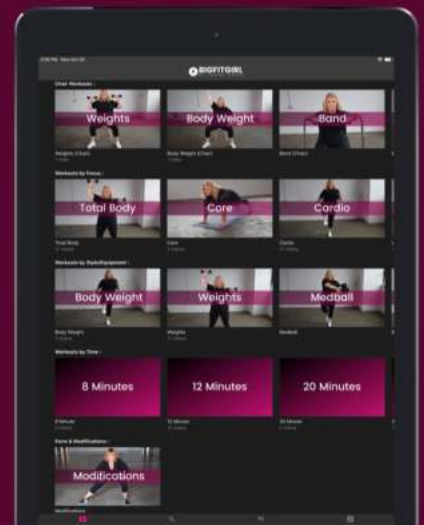
Fitness Beyond Size



Accessible, weight neutral, body positive and all-inclusive



All your favorites, always available



CHANGING THE FACE OF FITNESS

Louise Green is the Founder of the first size -inclusive fitness app on the global market. Her fitness app is available in 6 languages and in 150 countries around the world on Apple iTunes, Google Play and Vimeo OTT.

Users can choose from a library of workouts of boxing, resistance band, weight training, agility ladders, TRX, cardio, yoga and more. Additionally, users can follow progressive strength training programs, 5k and 10k running / walking programs over the duration of 12-weeks. Whether people need to sit in a chair to exercise or can stand, intermediate fitness or beginner, Big Fit Girl is accessible for every BODY.

LOUISE GREEN

CONTACT

LITERARY AGENT - TRANSATLANTIC AGENCY

SAMANTHA HAYWOOD

SAMANTHA@TRANSATLANTICAGENCY.COM

PARTNERSHIP OPPORTUNITIES

GENERAL INQUIRIES

INTERVIEW REQUESTS

WRITING OPPORTUNITIES

MANAGEMENT@LOUISEGREEN.CA

