

Fit for Life, Finland

Who

The national Fit for Life program is funded by the Ministry of Education Ministry of Social Affairs and Health and is managed by LIKES foundation for sport and health sciences.



What

Nationwide strategy funding local projects which have the aim to lower the threshold of people over 40 to become physically active, to create physical activity services that are easily available and provide support for the beginning exercisers around Finland.

How

- 800 local projects offering opportunities for guided group exercise, starter courses in different events, fitness testing, individual fitness guidance etc.
- The Fit for Life program provides information about the importance, effects and proper dosage of physical activity (press releases, tv, brochures, magazines, video's, guidebooks, campaign material)
- Educational events (annual symposium, a fitness and education cruise, as well as regional seminars)

Information and contact

www.kki.likes.fi

Jyrki Komulainen, Program Director

<mailto:Jyrki.Komulainen@likes.fi>

