



## **Class Smash: A Food & Fitness Bash**

### **Backgrounder**

#### **What?**

Class Smash: A Food & Fitness Bash is a charity fundraiser for the MS Society of Canada and the Humber Scholarship Fund. Attendees get to enjoy up to three fun, beginner level fitness classes, then recharge with a social including a tasty meal catered by Food Dudes!

All ticket packages include the POUND cardio class, a yoga class and the post-class social. Special 'Surf's Up' ticket holders will also be treated to a core-busting, indoor-surfing workout from SURFSET & an exclusive class from Big Hit kickboxing.

Attendees will also be delighted with various raffles, games, as well as a live DJ!

#### **Who?**

Class Smash is being organized by eight students enrolled in the Humber Post-Graduate Event Management Program. The program runs for a year with students producing a final fundraising event to raise money for the Humber Scholarship Fund & a charity of their choice.

The Class Smash team includes: Allison Tower, Phil Chalk, Nicole Beaton, Grace Poltrack, Stephanie Harper, Julia Scheel, Jenny Kuo and Jenny Huang .

#### **Where?**

Class Smash will occur in the 99 Gallery at 99 Sudbury St. in Toronto, near Queen St. West and Dufferin St.

#### **When?**

Sunday, March 26<sup>th</sup> from 2:30 p.m. to 7:30 p.m. Registration times will differ for Regular and 'Surf's Up' tickets.

#### **Why?**

Class Smash seeks to delight attendees with a fun, athletic event that provides exciting exercise alternatives to stale and standard workouts. This event will also raise funds for two important charities; The Humber Scholarship Fund, and The MS Society of Canada.

The *Humber Scholarship Fund* ensures the provision of resources, skills and mentorships to Humber students in order for them to achieve their academic and career goals. This is done through donors, sponsors, and alumni as well as events such as Class Smash!

This event not only serves Humber students and alumni through support of the Humber Scholarship Fund, but will also provide opportunities for students and alumni to enjoy the personal benefits of a healthy lifestyle. Cardiovascular exercise has been linked to the production of new brain cells, increases the capacity for learning and memory, generally reducing stress, and improving mood.

The *MS Society of Canada* provides support for those diagnosed with and suffering from Multiple Sclerosis, as well as their families and caretakers. The MS Society promotes the education of those effected with MS and the public about MS, its symptoms, and medical breakthroughs being made. There are over 100,000 individuals in Canada living with MS, resulting in Canada having the highest proportion per total population of any country in the world. Therefore, support for the MS Society has a direct and important impact on Canadian society.

As a variety of studies have concluded that active and healthy lifestyles are also beneficial, though often difficult, for people living with MS, Class Smash provides an opportunity to share knowledge with the public about these ties, and celebrate the strength of the body. MS can be damaging to white brain matter, and exercise has been shown to develop the integrity of such white brain matter. Exercise has also been shown to be beneficial in supporting the aerobic endurance, muscular strength and endurance, flexibility, mobility, and prevention of secondary diseases for people living with MS.