

## **OUR MISSION**

To promote and protect the commercial health and fitness industry in pursuit of more physically active and healthy country.

Fitness Industry Council of Canada is a not-for-profit trade organization established to represent the commercial fitness industry in Canada.

### 3 Primary objectives

- 1) Receive positive reinforcement for Canadians embracing fitness by attaining an Adult Fitness Tax Credit.
  
- 2) Work with government and other non-governmental organizations to partner with existing active living initiatives to promote healthy eating and physical activity across Canada.
  
- 3) Work with governments to promote industry self regulation and fair and equitable legislation.