

Creating a lifelong sporting habit

**This Girl Can Case Study – Kelly**

The This Girl Can campaign is the first of its kind to feature women of all shapes, sizes and sporting abilities that sweat and jiggle as they exercise. It seeks to tell the real story of women who exercise and play sport by using images that are the complete opposite of the idealised and stylised images of women we are now used to seeing.

The campaign doesn’t hold back in trying to encourage women to beat their barriers. "Sweating like a pig, feeling like a fox" and "I kick balls, deal with it" are among the hard-hitting lines used in the campaign to prompt a change in attitudes and help boost women’s confidence.

The campaign celebrates women who have found their own ways of breaking down their barriers. The women featuring in the campaign include:

**Kelly**

Kelly, 31, is a single working mum of three from Bury, near Manchester. Kelly has found a distinct way to fit exercise into her life since she had her third child – by working out at home, with her children. Kelly said: “After I had my third child I just felt sluggish, I didn’t have any energy. I was due to go back to work and didn’t feel good about myself and that gave me the kick-start I needed to find a way to prioritise getting active. I make exercise a family affair. My kids are part of the workout routine – we put on music or a DVD on and just go for it together. It doesn’t feel like a pain to do it because it’s fun, and part of our life, and I really hope it has a positive effect on how my children view exercise as they grow up, so being active won’t feel like a chore, but just something they naturally do.”