

A black and white photograph of Louise Green in a gym. She is standing in a squatting position, holding a barbell across her thighs. She has blonde, wavy hair and is wearing a dark, long-sleeved athletic top and leggings. The background shows gym equipment and a wooden floor. A bright pink triangle is in the top right corner. Two horizontal pink lines are positioned above and below the name text.

LOUISE GREEN

COACH . ATHLETE . AUTHOR . INFLUENCER



ABOUT

Louise Green is a 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 and Athlete, Green has tenaciously dedicated the last decade to disrupting the fitness industry by creating a counter-culture movement where people of all shapes and sizes can feel included. Through her dedication to this movement, she has been termed a revolutionary by some of the world's leading media outlets.

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.





SOCIAL MEDIA

INSTAGRAM 43,500 FOLLOWERS

FACEBOOK 24,500 FOLLOWERS

FACEBOOK 5,300 PRIVATE MEMBERS

TWITTER 2,400 FOLLOWERS

LIST 5,000 SUBSCRIBERS



BIG FIT GIRL THE BRAND

ABOUT

Big Fit Girl is Louise's brand that organically developed after the launch of her book, Big Fit Girl. The release of the book created a global movement with an audience of women who championed for more.

Today the brand hosts a private Facebook group with thousands of members from around the world. Big Fit Girl has become a fitness hub for online athletic programs where women, at every size, can unleash their inner athlete and find peace with their bodies.

Programs:

Big Fit Girl: Unleashed (6 week foundational mindset and fitness coaching program). Since September 2017 the program has sold in 8 countries.

Big Fit Girl 5K: Run or Walk a 5K distance with a supportive community and online coaching.



LOUISE GREEN
BRAND PARTNERSHIPS

Dia & Co **HOKA ONE ONE**

SELF  *Barbie*

lola getts



SUBWAY *Dove*



SWIMSUITS
for all

Penningtons

ADDITION ELLE

FOREVER 21



THE BOOK

PUBLISHED
2017



Green rocked 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 and 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.

(Greystone Books, 2017)





THE STEVE HARVEY SHOW NBC

IN THE MEDIA

Louise's pioneering work has been featured by some of the world's most recognizable media outlets.

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

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

Louise is one of the first plus-athletes to be featured in Triathlete Magazine, Bicycling Magazine, Impact Magazine, Canadian Running 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 GREEN

TALKS AWARDS RECOGNITIONS

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

3% Conference Chicago - Why Representation Matters

Named one of the Top 100 Canadian Influencers by Optimyz Magazine.

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

Featured speaker at TEDx - Limitless: 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

2017 YWCA Women of Distinction Award Nominee

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

Dove Hero Feature - Real Beauty Campaign



LOUISE GREEN

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