

**2020 Gina Simpson Leadership Award winner Joëlle Arsenault-Hurst
Nominated by Gloria Reidpath**

Joëlle is a 29-year veteran of the fitness industry and passionate about what she does. Whether it's guiding her clients towards a healthier lifestyle or bringing them to the top of their game, her greatest satisfaction lies in helping individuals achieve their goals. As a Fitness Trainer and Life Coach, Joelle strives to inspire, educate, and promote a holistic approach to healthy living, while maintaining a casual and human touch.

She has brought her passion for fitness and well-being to many locations across Canada, including Calgary, Toronto, Charlottetown, Fredericton, Tatamagouche, Halifax, and now Richibucto. Her passion for fitness is apparent through her numerous certifications, which include: 200-Hour Vinyasa Yoga Teacher, Certified Coach Practitioner™ (Certified Coaches Federation), Thrive Health Services' Cancer and Exercise Training for Fitness and Health Personal Trainer, RTL, GFL & ICFL (Fitness New Brunswick), Gymstick Muscle Master Instructor

Joëlle has played a very active role in designing programs and bringing fitness/wellness into the Imperial Kent North Center in Richibucto NB. She linked FNB to the center, recruited and mentored instructors, and introduced indoor cycling, yoga and OAFL to the area. During the COVID-19 pandemic, Joelle reached out on Social media and encouraged members of the community to exercise by "Dancing in the Streets" with her behind her home😊. Social distancing was respected, and the benefit of these activities were felt much beyond the physical ones.

She is presently in the process of opening an independent yoga studio in the heart of Richibucto, called the Yoga Nook. She is always very in tune with the needs of the community, and will be offering beginner, intermediate and advanced yoga, chair yoga, kids yoga ... she continues to deliver her passion for wellness to all she can inspire.

It goes without saying that Joëlle exemplifies health and well-being at all levels.