



hey girls...

**we're good for
leisure centres...**



Places
for People



how The Big Sister Project partnered with hey girls...

local authorities

BIG SiSTER

leisure centres



period dignity
for communities



the need...

The project aims to encourage more young people to stay in sport and other physical activities which had stopped due to starting their periods. Research by Women in Sport found seven in ten girls admitted they don't feel comfortable exercising during their period.

the impact...

Within two months, over 1,000 girls had signed up to the Big Sister project, meaning over 1,000 girls have access sport and exercise for free at Places Leisure centres as well as essential free period products.

the products...

Those who sign up for the project are sent a box of Hey Girls' reusable products to their homes, as well as a free six-month gym membership. Products are also freely available in the washrooms and changing rooms of the 11 participating leisure centres, while period education is offered to staff, Big Sister officers, participants and community stakeholders.

“having Hey Girls onboard has ensured those taking part receive their products for free – as no one should be limited by their period.”

Spokesperson,
the Big Sister Project

about the project...

Big Sister is a landmark project in breaking down the barriers to sport and exercise for young girls. Having Hey Girls onboard has ensured those taking part receive their products for free – as no one should be limited by their period.

It is great to see more young girls staying active, healthy and happy thanks to the project.

Spokesperson, Big Sister Project



Want to get the period dignity conversation flowing for your community? Say hey to Georgie now: georgie@heygirls.co.uk

say hey...

