

GAME CHANGERS

WE ARE HAPPY AND PROUD TO ANNOUNCE THE VERY FIRST GAME CHANGER IN DENMARK - **PELLE PLESNER**

Pelle Plesner is a 43 year old lawyer and fitness instructor who, after working at a camp where kids learn how to have a more healthy lifestyle, has decided what he wants to dedicate his life to; He wants to make a better world for children. He started the organization Fit For Kids where children, and their families, get the education and the inspiration they need to live a healthier life. Together with volunteers, Pelle provides health courses for children between 7-15 years old and their families. Fit For Kids takes a holistic approach where numerous factors are taken in consideration when teaching children how to be more healthy. The organization provides free guidance and exercise programs together with dietary suggestions to help children and their families to fight childhood obesity.

Pelle is a smart, brave and passionate social entrepreneur on a mission - to fight childhood obesity in Denmark and create a healthier way of life for everyone.

We are proud to present Denmark's first Game Changer - Pelle Plesner



BIG THANKS TO MTG DENMARK FOR CREATING AMAZING FRAMEWORK FOR OUR NEW COLLABORATION. MTG EMPLOYEES CONTRIBUTED IN A BIG WAY WITH THEIR CREATIVITY AND SKILLS. WE ALL LOOK FORWARD TO THE EXCITING TASKS SET IN 2015 AND HELP FOUR INNOVATIVE, BRAVE AND PASSIONATE CHANGE LEADER'S WELL ON THE WAY TO HELP CHILDREN IN DENMARK FOR A BETTER LIFE!