

Our internet picks of the week – 31 Jan '20

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GEORGIA TRAYLOR - TRAINEE PLANNER / BUYER 31 JAN 2020

This week we find ourselves at the end of January and reflecting on our resolutions to be more active with the help of some sporting brands.

Adidas' Run to Reconnect campaign focuses on the benefits running can have on mental health. With three out of four people claiming they were unable to cope with stress last year, it is believed that mental ill-health is one of the main drivers of global health problems. This campaign responds to this insight, demonstrating the healing effect which mindful running has on four different women.

[Run to Reconnect](#)

You were living under a rock if you missed the "This Girl Can" campaign back in 2015 but

worry not! The Girls are back to tell you that they still can. In this newest initiative, we see some familiar faces of the women who could five years ago along with some new girls who are continuing to celebrate women of all shapes, sizes, abilities and backgrounds, but this time we also see the campaign covering topics from menopause and support networks to disability and LGBT+ inclusion. “This Girl Can” has inspired and supported nearly three million women to get more active and this time around, it aims to inspire 250,000 more.

[This Girl Still Can](#)

Going to the gym can be very intimidating, especially if you are starting new and everyone seems to be taking part in a “I can lift more weight than you” competition. Planet Fitness has released a new spot that takes the ‘bullfit’ of exercise, positioning themselves as a gym for average people interested in exercising without succumbing to pressures of intense training. Hopefully, this approach will help us feel better about our fitness resolutions!

[Stop the Bullfit](#)

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