

KENDALL

LIFESTYLE ENTREPRENEUR

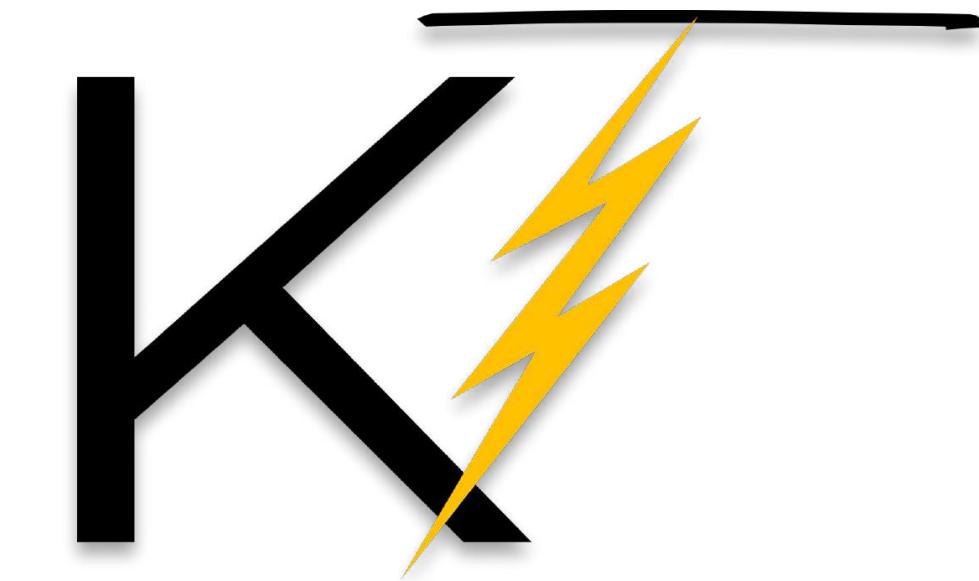
KENDALL

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Toole

2020-2021 MEDIA KIT



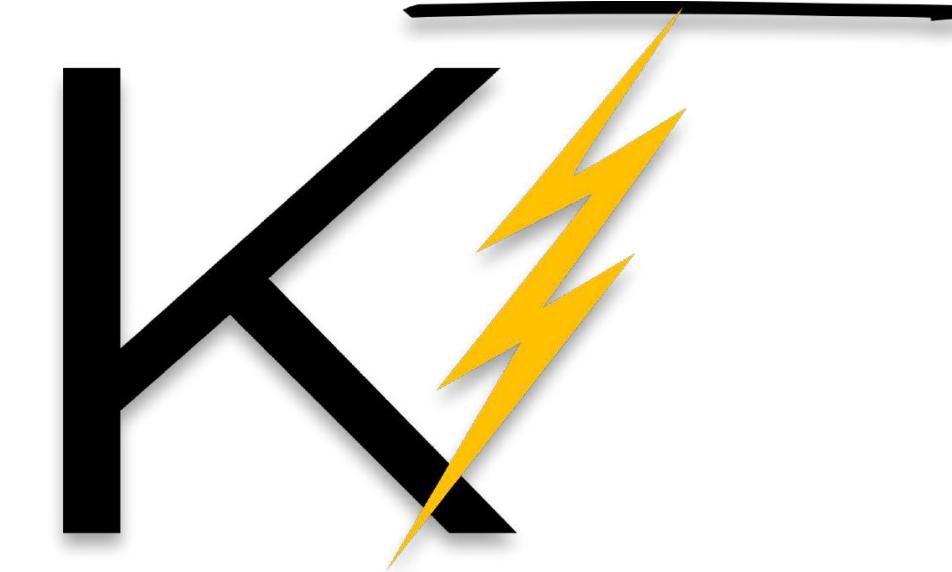


ADVOCATE + ENTREPRENEUR



Kendall Toole is a lifestyle entrepreneur, community builder, and mental health advocate on a mission to elevate others. She leverages her platform as an elite Peloton instructor, through social media and her soon-to-be released podcast to infuse energy and provide a safe space for others to feel authentic, express vulnerability and empowered. Kendall can harness the power that comes from a highly physical experience, like boxing or a Peloton class, and translate it into an experience for mental clarity that allows her community to step up and grow into new opportunities.

Kendall is a believer in the mind-body connection and gets personal satisfaction from every direct message or comment from someone who was able to push past a personal barrier, and experience a great sweat. By removing the self-imposed mask of perfectionism she has shared personally about topics traditionally considered taboo including maintaining mental health and positive body image. Whether on stage, through her podcast, or via Peloton, Kendall Toole leaves her audience and community energized and with a feeling that they can truly and uniquely be themselves.



THE STATS

- + INSTAGRAM / 232K FOLLOWERS
- + FACEBOOK / 13K SUBSCRIBERS
- + IMPRESSIONS / 3 MILLION PER WEEK
- + ENGAGEMENTS / 90K PER WEEK
- + STORY VIEWS / 45K PER FRAME

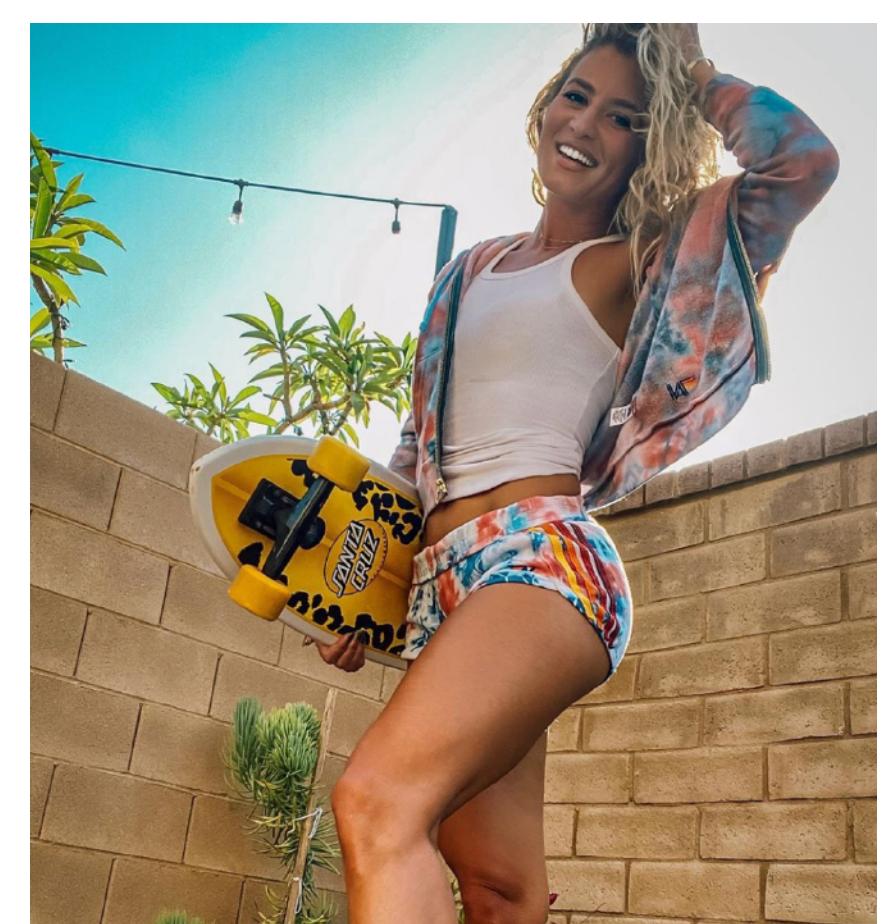
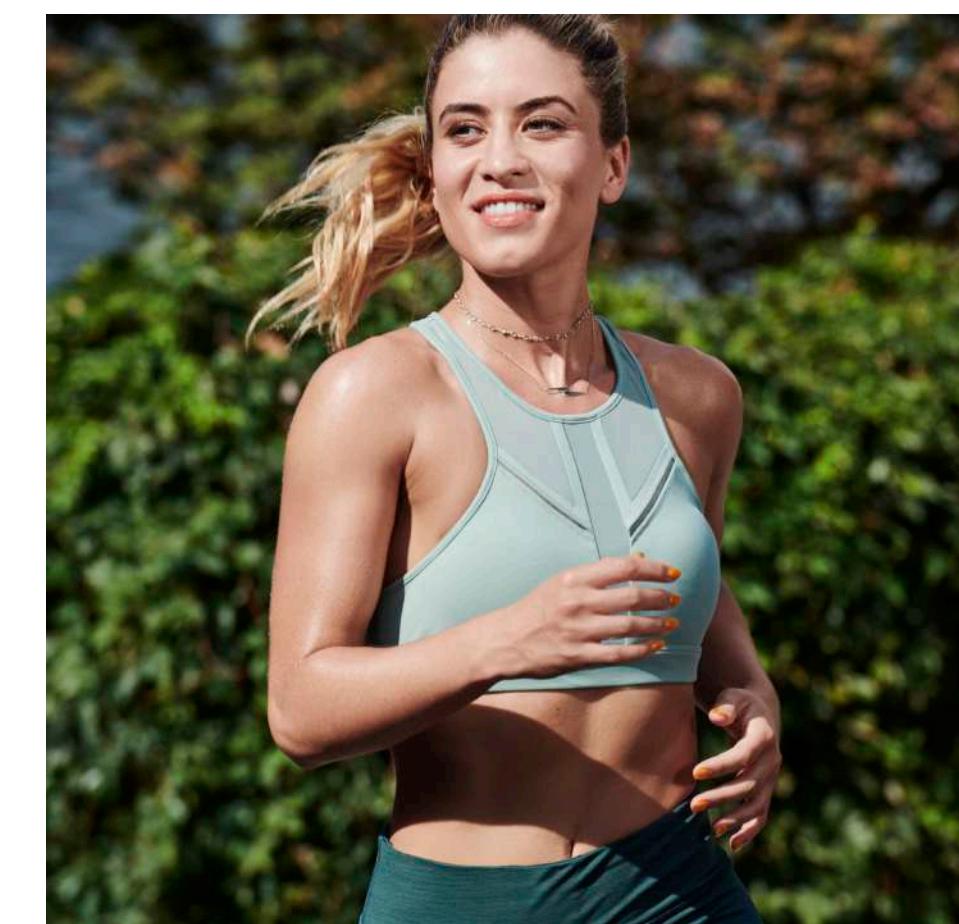
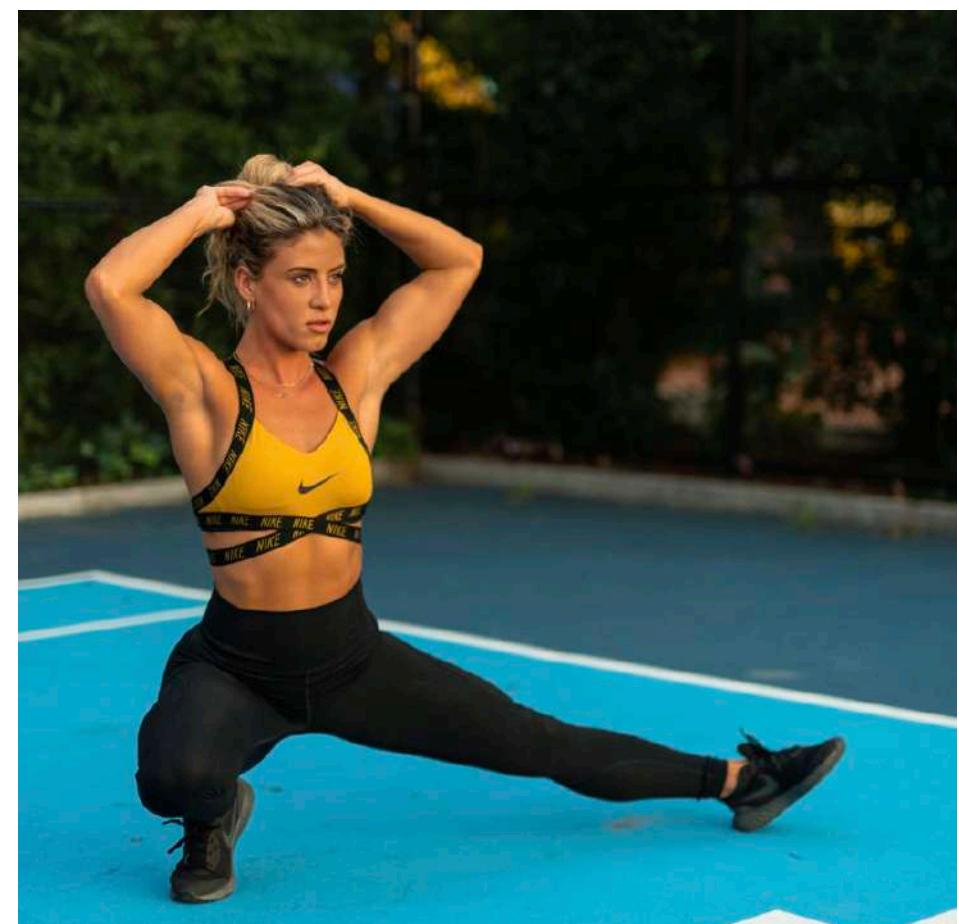
AS OF NOVEMBER 2020 *

FOLLOWERS
STATS

62%
FEMALE

94%
FROM THE U.S.

44%
AGE 23-35



A photograph of Kendall Toole, a woman with blonde hair, wearing a black leather top and matching leggings. She is dancing with a large red heart-shaped balloon. She has one arm raised and is looking towards the camera with a joyful expression.

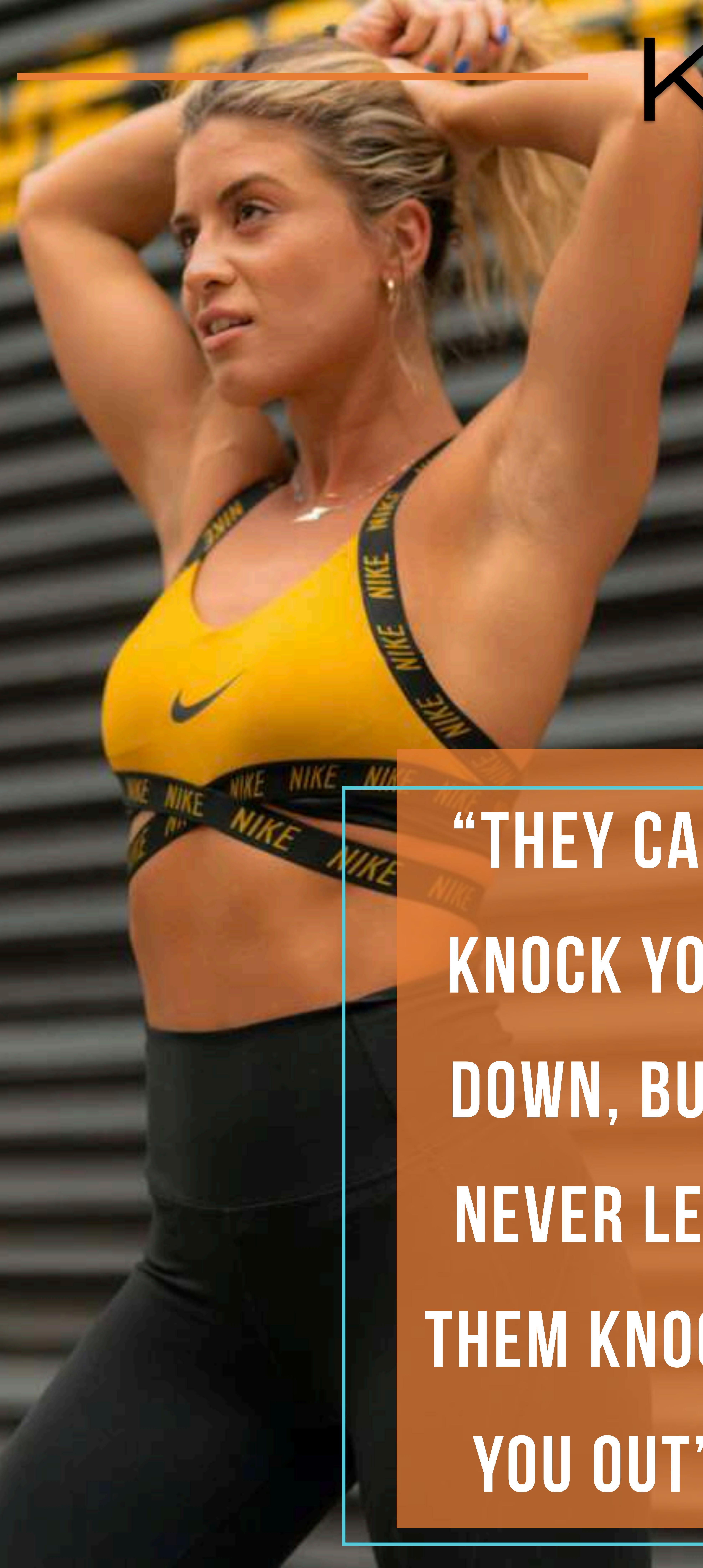
KENDALL
Toole

Kendall uses her voice to lift others up and advocate for causes that she is passionate about. One of those causes is dispelling stigma around mental health and deconstructing body image ideals. The lightning bolt is emblematic for Kendall as her life did not go in a straight path, it ruddered back into the same direction, the same way a lightning bolt is the same path, but a jagged journey.

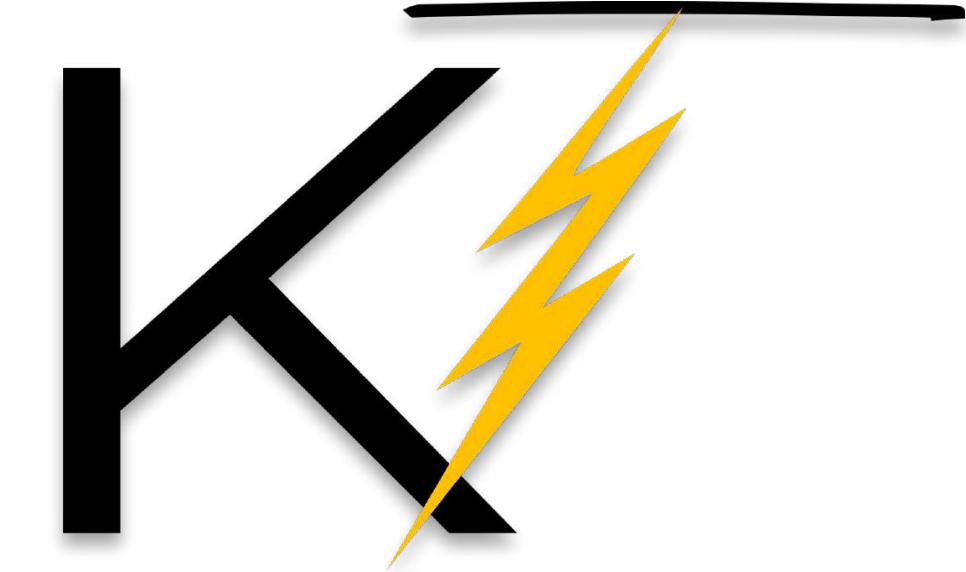
THE JOURNEY

PARTNERS





“THEY CAN
KNOCK YOU
DOWN, BUT
NEVER LET
THEM KNOCK
YOU OUT”



WHAT PEOPLE ARE SAYING

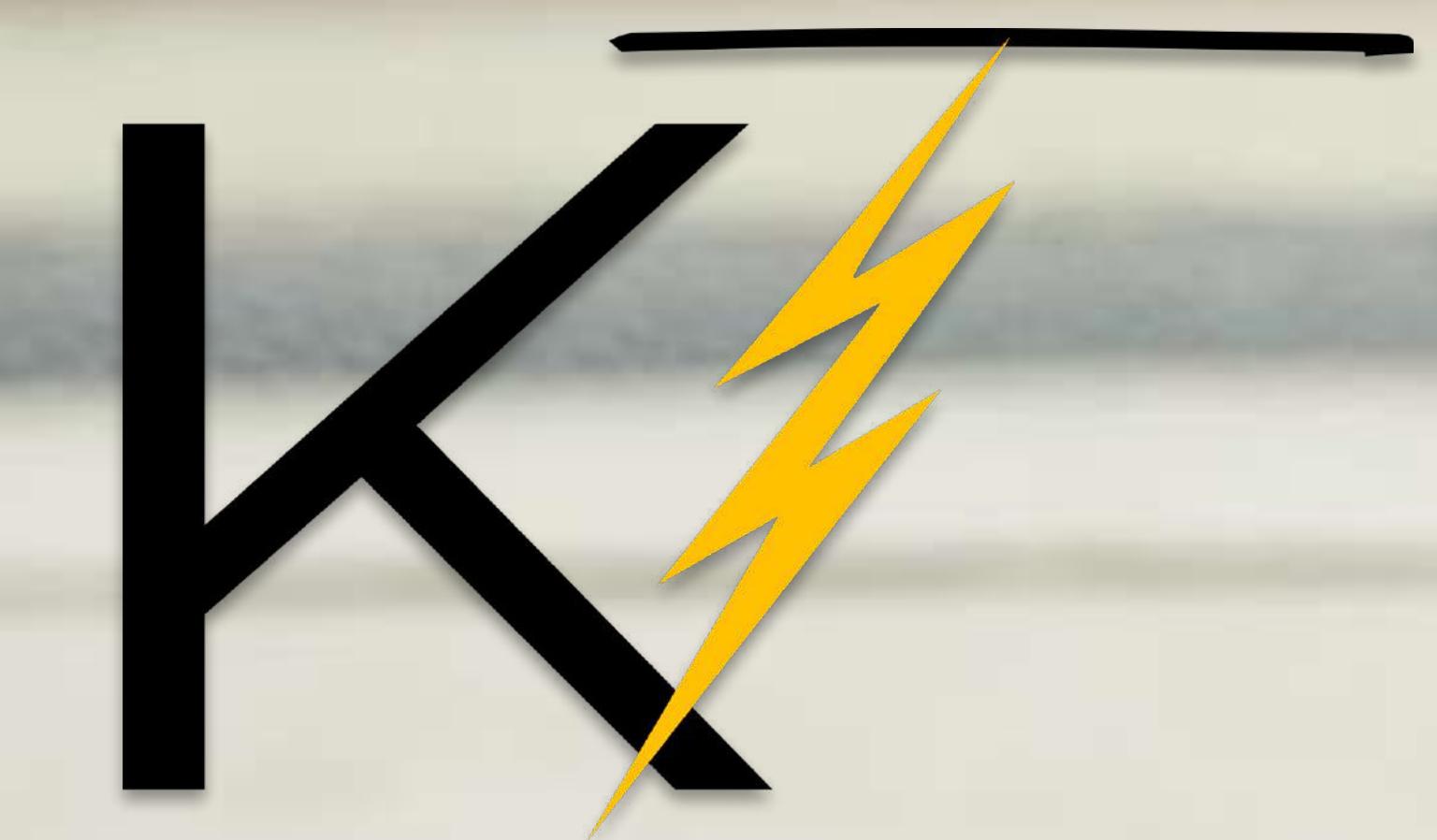
"Thank you Kendall for making it ok to not always be ok, for normalizing fighting for yourself above all else, for giving us an outlet for a conversation about mental health, and for encouraging us to stay in the fight"

"I have spent years avoiding my trauma and have recently started therapy. You have encouraged me to speak on my experiences and take back my voice"

"Thank you SO MUCH for your tireless work in regards to breaking the stigma of mental health. You are truly a breath of fresh air"

"Thank you. I've struggled with mental health issues for decades and I'm so glad to start seeing the stigma being released a bit. I appreciate you being real about it and taking your mask off to let others know they aren't alone."

"I just finished your Mental Health Day ride and I just need to say 'Thank you'. Thank you for helping me to see ME and appreciate my heart beating and my breath. Thank you for reminding me that it's ok to have those days. I needed that so very much."



GET IN TOUCH

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