



## ParticipACTION Teen Challenge sponsored by Coca-Cola Canada

Physical activity should be a vital and fulfilling part of everyday life—unfortunately, only seven per cent of Canadian children and youth are active enough to meet guidelines of 60 minutes of activity per day. The ParticipACTION Teen Challenge sponsored by Coca-Cola Canada is a nationwide program that inspires and supports Canadian teens aged 13-19 to get moving more.

Since 2008, Coca-Cola Canada and ParticipACTION have been working together to empower teens to get active. The ParticipACTION Teen Challenge sponsored by Coca-Cola Canada is a national physical activity program delivered by a network of community-based organizations working together to break down the barriers teens face in getting active.

This innovative program is aimed at getting Canadian teenagers moving by providing funding to local organizations for things such as equipment, coaching or access to facilities in order to enable teens to get active. The program allows teens to define how they want to get active and provides them with the support to make it happen. In addition, ParticipACTION and Coca-Cola Canada work together to promote and encourage teens to adopt an active lifestyle through joint marketing initiatives. Coca-Cola Canada leverages its marketing capabilities to promote awareness of the program and promote active living.

With Teen Physical Activity Grants of up to \$500, registered community organizations across the country are able to fund their own physical activity programs specifically for teens. Our goal is to enable teens to get active and to have fun in ways that mean something to them. By removing barriers and providing access to the facilities, equipment, instruction or other support they need to get active, we are facilitating stronger connections to the community and fostering social interactions that help build confidence and self-esteem.

The ParticipACTION Teen Challenge, originally called Sogo Active, was developed by ParticipACTION, Coca-Cola Canada and a broad-range group of experts, community organizations and youth. This \$10 million, ten-year initiative is coordinated on-the-ground by a representative in each of the provinces and territories, and the program is delivered by a nation-wide network of community-based organizations. Since its launch the program has grown to enabling 300,000 teens to get active in over 4,000 community-based organizations across Canada.

### How to get involved

The ParticipACTION Teen Challenge sponsored by Coca-Cola Canada encourages community organizations in every province and territory who serve teens aged 13-19 to register at [www.participACTION.com/teenchallenge](http://www.participACTION.com/teenchallenge). Once approved by their provincial/territorial coordinating organization, the local community organization works with teens to design a program and then applies for Teen Physical Activity Grants of up to \$500 to support a local program or event. All programs must provide opportunities for teens to get active for at least 30 minutes at least once/week for four weeks. Teens work directly with their local organization to confirm their participation; teens do not need to register with the ParticipACTION Teen Challenge.



Once registered, community organizations also receive support, guidance and regular communications from their provincial/territorial coordinator. Included in these communications is physical activity news from ParticipACTION as well as physical activity-related Programs and Incentives offered by Coca-Cola Canada.

#### **Where to find out more**

To learn more about ParticipACTION and its mission to make physical activity a vital and fulfilling part of everyday life, please visit [www.participACTION.com](http://www.participACTION.com). To learn more about the ParticipACTION Teen Challenge sponsored by Coca-Cola Canada, or to register as a community organization, please visit [www.participACTION.com/teenchallenge](http://www.participACTION.com/teenchallenge).