



Move for your Mood Communications Toolkit

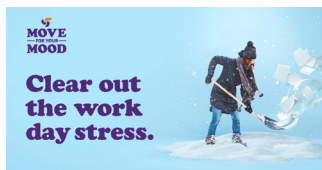
Winter can put a damper on our moods – the colder, darker and shorter days can sap our energy and leave us feeling unmotivated and even down. But there’s a way to lift our spirits: get moving! This January, learn how getting active can reduce stress and promote happier feelings.

Looking for extra motivation? Join ParticipACTION's *Move for your Mood* step challenge, hosted on the Optimity app from January 15 - 31, for a chance to win early bird, daily and grand prizes! Pre-enrollment starts January 3.

To help you spread the word about our *Move for your Mood* campaign, we've prepared several social media posts you can share with your networks:

Post #1: Move for your Mood campaign

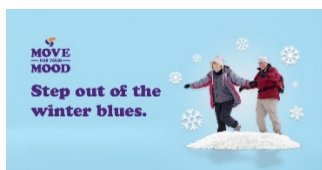
Throughout January, discover how getting active can reduce stress and promote happier feelings. For extra motivation and a chance to win great prizes, join @ParticipACTION's #MoveForYourMood challenge: <https://bit.ly/3RiKyPb>



Click [here](#) to download this and all other social media image files.

Post #2: Move for your Mood challenge

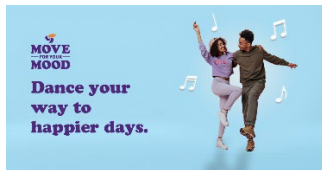
From January 15-31, join @ParticipACTION's #MoveForYourMood step challenge for your chance to win \$500 WaySpa, \$100 Amazon and \$100 Walmart e-gift cards. Download the Optimity app to join! Pre-enrolment starts Jan. 3. <https://bit.ly/3GDaj7S>





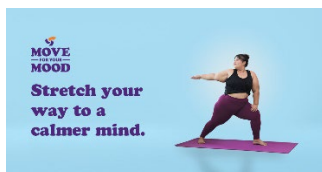
Post #3: Tips for getting active

You can avoid the cold outside and still get all the benefits of being active! Just 15 minutes of moderate exercise indoors like dancing, yoga or household chores can provide a mood-enhancing effect. Learn more about @ParticipACTION's #MoveForYourMood campaign: <https://bit.ly/4acB0xQ>



Post #4: Mental health supports

'Moving for your mood' is an essential part of a mental health toolkit! But so too are additional supports and services, such as the ones offered by our friends at Wellness Together Canada. Learn more about @ParticipACTION's #MoveForYourMood and Wellness Together Canada's offerings at: <https://bit.ly/41eyL9h>



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