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National Health and Fitness Day Communications Toolkit



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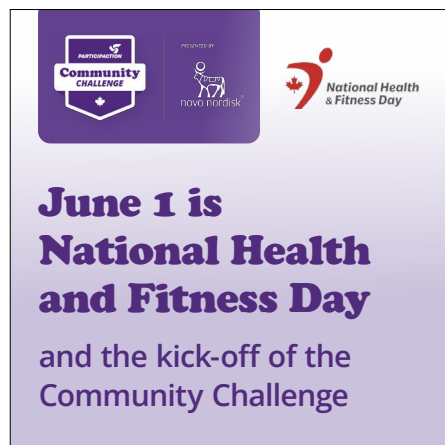
Saturday, June 1 is National Health and Fitness Day and the kick-off of the ParticipACTION Community Challenge presented by Novo Nordisk, which runs from June 1 to 30.

If your community has active events, programs or initiatives planned on June 1 or would like to organize one, here are some tools and resources you can co-brand to promote it to your community.

Be sure to register your National Health and Fitness Day event(s) on the [ParticipACTION Community Challenge web portal](#) to support your community's efforts.

Social media assets

Graphics (click to download)



Post copy

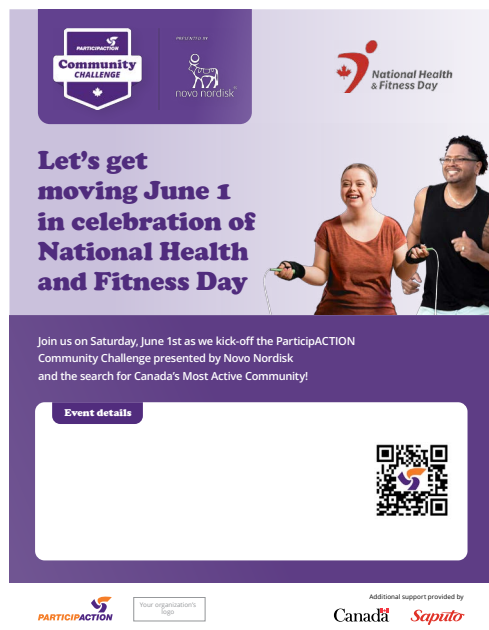
June 1 is National Health and Fitness Day and the launch of the [@ParticipACTION](#) Community Challenge presented by Novo Nordisk. **[Insert your organization or community name]**, let's get active today to help our community earn the title of Canada's Most Active and win the \$100,000 grand prize!

Hashtags

#CommunityChallenge
#NationalHealthAndFitnessDay

Event poster

(click to download)



Newsletter blurb

Celebrate National Health and Fitness Day on June 1 by joining the ParticipACTION Community Challenge!

Saturday, June 1 is National Health and Fitness Day in Canada, and the kick-off of the ParticipACTION Community Challenge presented by Novo Nordisk. Running from June 1 to 30, the challenge encourages everyone in Canada to get active throughout June, ultimately recognizing Canada's Most Active Community and awarding it \$100,000 to support local physical activity and sport initiatives. There will also be a prize for the most active community in each province and territory, and ParticipACTION will recognize and award organizations that are championing the challenge in their communities.

To help remove barriers to people getting active, we encourage you to offer active opportunities on June 1 through open houses, free programming and more! Better yet, register your June initiative(s) on the [ParticipACTION website](#) and help your community win!

Important links

- [Community Challenge webpage](#)
- [Web portal for registering your organization in the challenge](#)
- [Participating organization directory](#)
(Find out which organizations in your community are taking part in the challenge by entering your postal code.)