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HOW ORGANIZATIONS CAN PARTICIPATE IN THE PARTICIPACTION COMMUNITY CHALLENGE

Want to win \$500 for your organization *and* help your community compete for the title of Canada's Most Active Community and win \$100,000 to support local sport and physical activity initiatives? Participate in the ParticipACTION Community Challenge!

What is the Community Challenge?

The ParticipACTION Community Challenge presented by Novo Nordisk is a national physical activity and sport initiative that encourages everyone in Canada to get active throughout June in search of Canada's Most Active Community, which will win \$100,000 to support local physical activity and sport initiatives.

Community organizations can register their June physical activity and sport programs, initiatives and events and track the numbers of participants on the [Challenge web portal](#) from June 1 to 30 to contribute to their communities' scores. After June 30, we'll invite 40 finalist communities to apply to be named Canada's Most Active Community.

Why should my organization get involved?

- Your organization could win \$500 if you sign up by May 31 and add your June physical activity and sport program(s), initiative(s) and/or event(s) on the [Challenge web portal](#) until June 30.
- By tracking the number of people who participate in your June physical activity program(s), initiative(s) and/or event(s), you'll boost your community's chances of winning funds to support local sport and physical activity initiatives
- You'll help raise awareness of your organization's facilities, programs, events and services.
- You could increase collaboration between your organization and local governments.
- Your organization could earn media attention.
- You'll help build a sense of community pride and inclusion.

How can my organization participate?

1. Register your organization

Register your organization on the [Community Challenge web portal](#) from now until June 30. If you sign up by May 31, your organization will be entered into a draw to win \$500!

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2. Plan your June physical activity and sport program(s), initiative(s) and/or events

Once you've registered, it's time to begin planning your June program(s), initiative(s) and event(s). Here are some ideas to get you started:

- Consider how to make your program(s), initiative(s) and/or event(s) as inclusive, accessible and reflective of your community's diversity as possible. The more equitable they are, the more participants you'll likely have!
- Highlight any of your existing programs, events and initiatives to boost registration.
- Promote your program(s), initiative(s) and/or event(s) on your website, your social media channels, community bulletin boards and/or local radio stations, and/or in newsletters and local newspapers.

3. Add your program(s), initiative(s) and/or event(s)

Add them on the [Challenge web portal](#) until June 30 to be entered into a draw to win \$500 for your organization. The more programs, initiatives and/or events you add, the higher your organization's chances of winning this prize.

4. Track participation

Track the number of people who participate in your program(s), initiative(s) and/or event(s) from June 1 to 30. The more participants you track, the greater your community's odds of being named your province, territory or Canada's Most Active Community and winning funds to support local sport and physical activity initiatives!

You can find a step-by-step video explaining how to register your organization, add your program(s), initiative(s) and/or event(s) and track participation on the [Community Challenge webpage](#) in early May.

More resources

- [FAQ](#)
- [Communications Toolkit](#)
- [Local Government Toolkit](#)
- [Contest Rules](#)
- Have questions? Contact us at Projects@ParticipACTION.com

The ParticipACTION Community Challenge presented by Novo Nordisk is proudly funded by the Government of Canada and Novo Nordisk. ParticipACTION is grateful for its partners' support.

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