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THE 2026 PARTICIPACTION COMMUNITY CHALLENGE PRESENTED BY NOVO NORDISK - FAQ

General:

What is the ParticipACTION Community Challenge, presented by Novo Nordisk?

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. From June 1 to 30, local governments and organizations host physical activity and sport programs, initiatives and events for their communities and register them and track the numbers of participants on the [ParticipACTION Community Challenge webpage](#).

Communities compete for the title of Canada's Most Active Community and funding to support local sport and physical activity initiatives. In addition to the prize for the national winner, there will also be a prize for the most active community in each province and territory.

What counts towards a community's score?

Scoring criteria includes the number of registered organizations, programs, initiatives and/or events and the number of participants tracked. We recommend that each community involves as many local organizations in the Challenge as possible by encouraging them to register their physical activity and sport programs, initiatives and events and track the numbers of participants throughout June on the [Community Challenge webpage](#). There will be a leaderboard on the webpage displaying the top 20 communities across Canada and in each province and territory.

Please see the "Crowning Canada's Most Active Community" section below for more information. Full contest rules will be posted on the Community Challenge webpage in mid-April.



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When can I register my organization's physical activity and sport program(s), initiative(s) and/or event(s) and track the number(s) of participants?

Organizations can register their physical activity and sport programs, initiatives and events on the Community Challenge webpage from mid-April until June 30. Starting June 1, organizations will be able to track the number of people who participated in their programs, initiatives and/or events on the Community Challenge webpage. Tracking the number of participants can occur after the program/ initiative/ event has taken place. **Please ensure that all tracking is completed by June 30, 2026, at 11:59 p.m. PT.**

Organization participation:

What physical activity or sport program(s), initiative(s) and/or event(s) should my organization track to contribute towards my community's total score? Does it need to be a certain intensity or length of time?

The goal of the Community Challenge is to get people living in Canada moving. There are no set parameters on how intense or long your program(s), initiative(s) and/or event(s) should be. From a workplace fit break with your colleagues to school recesses, we want you to track it all!

How do I register my organization's physical activity and sport program(s), initiative(s) and/or event(s) and track the number of participants?

1. Register your organization on the [ParticipACTION Community Challenge webpage](#) from mid-April until June 30. This will require you to complete a profile for your organization.
2. After you've signed up your organization, you can start registering the program(s), initiative(s) and/or event(s) you plan to host in June.
3. From June 1 to 30, track the number of people who participated in your program(s), initiative(s) and/or event(s).

ParticipACTION will be hosting a how to track webinar in April. Details will be available on the Community Challenge webpage.

Can I track more than one program, initiative or event in one day?

Yes! There are no limitations on the number of programs, initiatives and/or events you can register and track in a given day.



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Postal codes and communities: **How are competing communities determined?**

Competing communities are largely made up of individual municipalities and bands with populations of 1,000 people or more. Municipalities and bands with populations fewer than 1,000 people are grouped with neighbouring communities to meet the population threshold. The boundaries for a competing community are determined by postal codes provided by Canada Post.

How do I know which competing community I'm part of?

When you register for the Community Challenge, you will be asked to add your postal code to your profile. This will determine which community you are competing with. We encourage individuals to sign up using the postal code of where they reside. For organizations, please use the postal code of the location(s) where your program(s), initiative(s) or event(s) are being held.

For example, the competing community of Deer Lake, Newfoundland and Labrador, has a population of 5,249. There are 327 postal codes connected to Deer Lake. Any individual or organization that enters one of those 327 postal codes in their registration profile will contribute to Deer Lake's overall score.

What if I feel like I don't belong to the competing community I've been identified as being part of? Is it possible to change where my Community Challenge participation is being counted?

We understand that not everyone will necessarily associate themselves with the community that has been assigned to their postal code. In order to meet the community size criteria, we have done our best to determine communities based on Canada Post data files that outline how postal codes are defined across Canada. ParticipACTION welcomes feedback as we continue to improve our structure. Feel free to send us an [email](#) and we would be happy to look into your suggestion for the next Community Challenge.

Do we need to formally register our municipality to participate in the Community Challenge?

No, all municipalities are automatically participating in the Community Challenge based on our assignment of postal codes to communities. If a participating organization registers their program(s), initiative(s) and/or event(s) using a postal code assigned to your community and tracks the number(s) of participants, it will automatically count towards your community's score. However, we strongly encourage municipalities to



register their programs, initiatives and events and track the numbers of participants because if they are selected as Challenge finalists, they will be responsible for completing application forms explaining why they deserve to be named Canada's Most Active Community. Please refer to the following section for more details on the selection of finalists.

Crowning Canada's Most Active Community: **How do you decide which communities win the Community Challenge?**

1. Identify the finalist communities

The finalists for each province and territory are decided based on the total numbers of:

- Registered organizations
- Programs, initiatives and/or events registered by organizations
- Program, initiative and/or event participants tracked by organizations

All three factors will be evaluated, taking into consideration the total populations of the communities.

2. Determine the winning communities

At the end of the Community Challenge, we'll invite 40 finalist communities to fill out and submit an application form explaining why they deserve to be named Canada's Most Active Community. Finalists will include the top two communities in each province and territory, along with the remaining top 14 communities on the leaderboard. The winners are determined based on a combined score that includes their participation as noted above and their finalist submission.

Does my community have a fair chance of winning a Community Challenge prize if it's a small town?

Every community has an equal chance of winning. The scoring formula is based on the total numbers of registered individuals, organizations, programs, initiatives and/or events and participants tracked. The population of the community is factored into the overall score. Hay River, Northwest Territories, was the 2024 national winner, and its population was just under 3,000 people.



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What prizes can communities win by participating in the Community Challenge?

Canada's Most Active Community and the community winners from the other 12 provinces and territories will each receive funding to support local sport and physical activity initiatives. We'll confirm the amounts by April 1, 2026.

How can the Community Challenge prize money be used?

The prize money must support local physical activity or sport opportunities in the community. For example:

- Capital builds (i.e. playgrounds, trails, renovations, etc.)
- New or existing programs serving inactive or underrepresented groups
- Acquiring equipment and supplies to enhance sport and physical activity programs within the community (e.g., sport and recreation equipment for a community centre, recreational groups, etc.)
- Physical activity strategy development and implementation

I have more questions and need more information. Who can I contact?

We're happy to help! Please email projects@participation.com with your questions.