



The Town of Edson is once again challenging Edson and the surrounding community to *Step It Up* and become more physically active. The 13th Annual **Step It Up Edson** will begin Monday, May 4th and run until Monday, June 1st. This four week challenge will have families, friends and businesses in Edson compete against each other for the highest number of steps. All ages are welcome to participate as long as they comply with the rules listed below. This challenge is a chance to connect with each other and encourage physical activity inside or outside of your house.

Each team will be required to nominate a team captain who will be in charge of motivating the team and keeping them organized. Each team member must provide their own pedometer, record their steps taken each day, and report their weekly steps online. Registration this year will be FREE! Due to the Alberta Health recommendations there will be not be a wrap up BBQ like years past and all prizes will be delivered to your doorstep or we will arrange for a safe pickup. Be sure to like our Town of Edson Community Services Facebook page to stay up to date on the challenge.

Every participant will receive a special deal from Jensen's for \$30 off the regular price or \$20 off the sale price on any pair of Saucony Running Shoes. Paper coupons will not be distributed, instead a list of participants will be kept at the store. Curb side pickup available until they re-open. Expires September 1st, 2020.

You must register by April 29th before 4:00pm. For more information about the challenge contact Krysta Hawboldt at 780-723-4403 or krystas@edson.ca.

Register here: <https://www.research.net/r/HGF8THP>

Are you Up to the Challenge?

RULES 2020

- 1) Entering weekly steps is the responsibility of each participant/guardian of participant. Every Tuesday by 12 PM, each participant must visit <https://www.research.net/r/D3DX9VR> to submit their steps. This can be done on any smartphone or computer with internet access. Steps CANNOT be submitted via fax, email, or text.

- 2) It is the responsibility of the team captain to
 - a. Register their team.
 - b. Motivate their team.
 - c. Educate team members on how to submit their steps.
 - d. Educate team members on rules and changes.
 - e. Remind team members of the Jensen's Coupon.
 - f. Ensure that team members have submitted their steps.
 - g. Share the weekly standings with their team.
- 3) In order for teams to be recognized in the weekly standings, 90% of team members must have submitted their steps on time.
- 4) There will be five tiers that we will draw the large prizes from based on total individual averages from the competition:
 - a. 70,000-79,999
 - b. 80,000-89,999
 - c. 90,000-99,999
 - d. 100,000-109,999
 - e. 110,000-119,999

The higher the tier, the better the prizes you will be in the running for. If a participant averaged less than 70,000 steps throughout the competition, they will not be eligible for any big prize draws. In order for a participant to be eligible for draws, they must have submitted their steps every week of the competition. There will be weekly prize draws for everyone who has submitted steps, even if they are less than 70,000 they will still be eligible.

- 5) Steps must be recorded on a pedometer. Simple pedometers can be purchased, however most smart phones and smart watches already have one built in. For the sake of consistency and fairness, the value submitted each week must be exactly what your pedometer reading is. Converting a physical activity such as swimming, biking, etc. into a step count and adding it to your weekly total is not permitted. Rounding is not permitted. We appreciate your integrity in this process.
- 6) It is also very important that we are cautious and respectful of physical distancing when we head out. Go outside with only members of your household, respect 2 metres from others, stay home if feeling unwell and avoid crowded places. If recommendations are made from Alberta Health that affect the challenge we will make the necessary adjustments to keep everyone safe. For continuous updates on COVID 19 from the Town of Edson visit edson.ca/covid.