



The Town of Edson is once again challenging Edson & Yellowhead County to *Step It Up* and increase their physical activity levels with this four week challenge. The 14th Annual **Step It Up Edson Challenge** will begin Monday, April 26th and run until Sunday, May 23rd @ midnight. It will have families, friends and businesses in Edson & Yellowhead County form teams of 3+ and compete to see who can Step it UP the most! Teams will be ranked weekly for their average steps amongst all teammates. 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, keeping them organized, AND entering their teams weekly average. Each team member must provide their own pedometer, record their steps taken each day, and report their weekly steps to their captain every Monday. Registration is \$5/participant and you will receive local coupons, a participant gift and have a chance at winning the weekly prize draw & team prizes at the end. Be sure to join the Step it Up Group under the Town of Edson Community Services Facebook page to stay up to date on the challenge. Updates will also be sent to the Captains via email.

You must register by April 22nd before 3:00pm. Registration can be done in person at Repsol Place Monday to Friday between the hours of 8:30 am-12:00 pm & 1:00-3:00 pm. Please only register your team when it is finalized.

For more information about the challenge check out edson.ca/stepitup or contact Krysta Hawboldt at 780-725-3083/krystas@edson.ca.

Are you up for the Challenge?

RULES 2021

- 1) It is the responsibility of the Team Captain to:
 - a. Register their team.
 - b. Ensure that team members have submitted their steps to them and submit them weekly to Krysta by Tuesday at NOON via this link: <https://www.surveymonkey.com/r/7CP2PDZ>. This can be done on any smartphone or computer with internet access.
 - c. Motivate their team.
 - d. Share their team's steps with everyone on their team (if mutually agreed upon).
 - e. Educate team members on any rules or changes and share the weekly standings with the team.
 - f. Distribute the coupons/participant prizes to their team.
- 2) Prizes:
 - a. Team:

We will award 3x \$100 gift certificates to a local restaurant at the end to:

 - Highest Steppers – One week
 - Highest Steppers – Average of all the weeks
 - Most Improved Team- Across all the weeks
 - b. Weekly:

All teams averaging over 70,000 steps for that week are eligible for the weekly prize draws. We will draw the teams name and it is up to the Team Captain to award the prize. Some ideas are: most improved, highest stepper, random draw, etc.
- 3) 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 in this challenge, we are keeping it strictly steps. However, the Great Big Move Challenge we will run later this year will include all physical activities and will track your move minutes. We appreciate your integrity in this process, we may check in with teams if the numbers are unusually high.
- 4) It is very important that we follow all COVID regulations in place at the time of the challenge. For more information on current guidelines please visit alberta.ca/covid19.

