



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 step challenge. The 17th Annual Step it Up Challenge will begin Monday, April 29th and run until Sunday, May 26th @ 11:59PM. It will have families, friends, and businesses form teams of 3 or more to compete against each other for the highest team average each week!

Each team will be required to nominate a team captain who will oversee motivating the team, keeping them organized, AND entering their team's 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 to share with their team.

You must register by April 24th @ 7pm. Registration is in person only at the Leisure Centre. Please only register your team once it is finalized.

For more information on the challenge check out www.edson.ca/stepitup or email nicolet@edson.ca

Are you up for the challenge?

Other Information 2024

1. Team Captain responsibilities:
 - a. Register their team
 - b. Ensure the team members have submitted their steps to them and submit them weekly by Tuesday at NOON via this link: <https://www.surveymonkey.com/r/stepitup2024>
 - c. Motivate their team!
 - d. Share their team's steps with everyone (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:
 - 1) Highest Steppers- One Week
 - 2) Highest Steppers- Average of all the weeks
 - 3) 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 draw. We will draw team names and it is up to the Team Captain to award the prize. Some ideas are most improved, highest stepper, random draw, etc.
3. Rules:
 - Steps must be recorded on a pedometer. Simple pedometers, smart phones, smart watches are all allowed. Please recognize that each one of these have different tracking methods and we cannot monitor how each one tracks (ex. there may be differences between how an apple watch tracks vs. a traditional clip-on pedometer).
 - 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 or biking into a step count and adding it to your weekly total is not permitted in this challenge.
 - We appreciate everyone's integrity in this challenge, we may check in with teams whose steps are unusually high.
4. Challenge bonuses for Step It Up participants:
 - **Jensen's Lifestyle Clothing** is offering 20% off Under Armour Apparel, accessories, footwear! Must bring physical coupon to receive discount (included with participant gifts). Expires May 31, 2024.
 - **Elevation Studio** is offering Step It Up participants \$10 off a class for the duration of the challenge. The coupon code is "STEP24". To sign up for a class, visit www.dancestudio-pro.com/online/edsondance
 - **VIBE CYCLE** is offering 10% off their single, 5, or 10 class passes. The coupon code is "STEPITUP10". Valid throughout challenge. To book a class, visit www.vibecycle.com
 - **Walking Group:** Stay motivated and accountable with our Tuesday walking group!
 - Meets Tuesdays @ 7pm – new location each week: *April 30 @ Griffiths Park Centre, May 7 @ Edson & District Leisure Centre, May 14 @ Edson Drive Trailhead parking lot, May 21 @ Willmore Park. Each route is approximately 3km.*
 - Registration required: text 780-725-2075 to register for one or all.

The ultimate goal of the challenge is to bring people together under a common purpose- increasing their physical activity levels in a fun & friendly competition.

