



Dear Wellness Coordinator,

The Town of Edson is once again challenging Edson and the surrounding community to *Step It Up* and become more physically active. The 12th Annual **Step It Up Edson** will begin Monday, May 6th and run until Monday, June 3rd. This four week challenge will have groups and businesses in Edson competing against each other for the highest # of steps. The overall goal of this challenge is to increase the physical health and wellness of those competing.

Each group or business will be required to nominate a team captain. Employees will use pedometers to monitor steps taken each day. Everyone will need to provide their own pedometers. Registration will be \$5.00 per person and the money must be submitted with registration. Every participant will receive a coupon from Jensen's for \$30 off a pair of Saucony Running Shoes! The challenge will end with at the Pioneer Cabin on June 3rd from 12-2PM.

We have some exciting new changes happening this year! These include a revamp of how we collect step counts, incentives for Eddie's Big Run participants, and bigger and better prizes. Please read the attached "Important changes and rules for 2019" for details.

You must register at Repsol Place by May 1st at 4:00pm. For more information about the challenge, and registration contact Town of Edson Community Services at 780-723-4403 or cserv@edson.ca.

Are you Up to the Challenge?

We look forward to your participation.

Scott Lamb
Community Development Coordinator
Town of Edson

IMPORTANT CHANGES AND RULES FOR 2019

- 1) Entering weekly steps is the responsibility of each participant. Every Tuesday by 12 PM, each participant must visit <http://www.research.net/r/stepitup2019> 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. Distribute Jensen's coupons to team.
 - f. Ensure that team members have submitted their steps.
- 3) In order for teams to be recognized in the weekly standings, 90% of team members must have submitted their steps on time.
- 4) Prizes will be a bit different this year. We are no longer giving out participation gifts. The proceeds to this year's competition will go towards:
 - a. High quality draw prizes.
 - b. Wrap-up BBQ.
- 5) There will be three tiers that we will draw from based on total individual averages from the competition:
 - a. 70,000-84,999
 - b. 85,000-99,999
 - c. 100,000+

Quantities of prizes will be determined when we have our final registration. 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 prize draws. In order for a participant to be eligible for draws, they must have submitted their steps every week of the competition.
- 6) 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.
- 7) Anybody who is registered for Eddie's Big Run by May 1st will be able to sign up for Step It Up FREE of charge. Team captains, please make a note on the signup sheet by listing your teammates that this applies to. We will check the Eddie's Big Run registration to ensure that these participants are indeed registered and eligible.