



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 16th Annual Step it Up Challenge will begin Monday, May 1st and run until Friday, June 2nd @midnight. Friday, May 5th through Tuesday, May 9th will not count towards this year's program. 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 26th. 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 lexia@edson.ca

Are you up for the challenge?

Other Information 2022

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/KN5VKCS>
 - 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. Bonuses:
 - To help keep you active throughout the challenge we will be hosting a Walking Group @ Willmore Park every Tuesday at 7:00 pm starting May 2nd.
 - **Jensen's Lifestyle Clothing** is offering \$30 off the regular price or \$20 off the sale price of any Saucony Running Shoes. Just go to their store and tell them that you're part of the challenge. This discount is valid from May 1st - May 31st.
 - **Elevation Studio** is offering Step It Up participants \$10 off a class! The coupon code is "STEPITUP2023". To sign up for a class and redeem your code, visit elevationstudio.punchpass.com
 - **VIBE CYCLE** is offering 10% off their single, 5, or 10 class passes for Step It Up participants. The coupon code is "STEPITUP10". This discount is valid from May 1st – June 12th. To book a class, visit <https://www.vibecycleedson.com/>

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.