

Extra, Extra!

Copy the following content, add your community details and send to the media in your community and surrounding area to promote the Challenge locally.

MEDIA RELEASE

For release **Date**

COMMUNITY NAME VYING FOR \$10,000 PRIZE

Community Name is registered for the 2020 Saskatchewan Blue Cross Go Out & Play Challenge. The Challenge offers communities a chance to win \$10,000 for a project that gets kids and families out to play. The community that moves most during the 10-day Challenge wins the grand prize. We want it to be us!

We need everyone to help us win. We're counting on residents, friends, neighbours and family members to get moving to win this year's Challenge, **March 1 – 10, 2020!**



Name of Community plans to put the grand prize to good use. **Insert a few details about your project.**

It's easy to participate and log your physical activity online. Here's what you need to do **every day** of the Challenge:

1. Be physically active. Don't forget walking, active play and chores like shoveling snow!
2. Log on to the Challenge website (challenge.saskatchewaninmotion.ca). Create a personal or family profile.
3. Log your minutes of physical activity to add to **Community Name's** total **every day**.

Local organizers have planned a few events to help get **Community Name** moving during the Challenge. **Insert a few details about local events and where people can learn more.**

The Challenge is designed to encourage communities to think about the important role they play when it comes to providing opportunities for outdoor play. For more information, rules and regulations visit challenge.saskatchewaninmotion.ca. For great active games, go to Push2Play.ca!

For more information or to find out how you can get involved contact:

Community contact

Title or Name of Organization

Phone Number

P.S. Help us see your stories. Tag #GOAP2020 and #10KsoKidsCanPlay on social media!