Community Better Challenge

Facebook (Generic):

- We're bringing communities together with physical activity!

  The ParticipACTION Community Better Challenge will run from May 31 – June 16. To participate, track your daily physical activity using the ParticipACTION app – *the active app for everyone* - and inspire your friends and family to do the same! Canada's Most Active Community will win $150,000 that will go towards local physical activity initiatives. Let's get together and get active! #CommunityBetter #EverythingGetsBetter

- Who will be Canada's Most Active Community?

  The first annual ParticipACTION Community Better Challenge runs from May 31– June 16 and is open to all communities and individuals, with one community being chosen as Canada's Most Active Community and winning $150,000 to support local physical activity initiatives. Help your community win by downloading and tracking your active minutes on the new ParticipACTION app. *Everything gets better when you get active*. #EverythingGetsBetter #CommunityBetterChallenge

- It's time to #CommunityBetter, Canada!

  The ParticipACTION Community Better Challenge rallies communities across Canada to sit less and move more together. From May 31 – June 16, let's get active together on a quest to be crowned Canada's Most Active Community and win $150,000 to support local physical activity initiatives.

  Want to get involved? Download the (FREE) ParticipACTION app – *the active app for everyone* – and get tracking! #EverythingGetsBetter #CommunityBetterChallenge

Twitter (Generic):

- Get together. Get active. Join the ParticipACTION #CommunityBetterChallenge (May 31 – June 16). Canada's Most Active Community will win $150,000 to support local physical activity initiatives. Download the ParticipACTION app - *the active app for everyone* - and get tracking!

- Who will be Canada's Most Active Community? Download the new ParticipACTION app and track your active minutes to join the ParticipACTION #CommunityBetterChallenge. Canada's Most Active Community wins $150,000. Challenge runs from May 31- June 16, so sign up now!

- The ParticipACTION #CommunityBetterChallenge is bringing communities together with physical activity! It's easy to join! Get the ParticipACTION App – *the active app for everyone* - and start tracking your physical activity minutes from May 31– June 16.

Schools:

Facebook:

- Who will be Canada's Most Active Community?

  This coming May, [SCHOOL NAME] will be participating in the ParticipACTION Community Better Challenge, the brand-new physical activity challenge that rallies communities across Canada to sit less and move more together. From May 31 – June 16, let's get together and get active to support [COMMUNITY/TOWN/CITY NAME]'s quest to be Canada's Most Active Community and win $150,000 for local physical activity initiatives.

  Get ready [SCHOOL NAME], because on [DATE/START DATE] we're going to kick off Community Better Challenge festivities with the [NAME OF SCHOOL EVENT/PROGRAM]. Meet us [WHERE] at [TIME] to join! #LearnBetter #EverythingGetsBetter #CommunityBetterChallenge

- Get together. Get active.

  [SCHOOL NAME] is joining the ParticipACTION Community Better Challenge, a physical activity challenge that makes movement the great connector. The grand prize for Canada's Most Active Community is $150,000 – so be sure to get active with us from May 31 – June 16!

To participate, sign up on www.participACTION.com or download the new free ParticipACTION app – *the active app for everyone.* Track your active minutes and contribute to our challenge! Join us as we kick off our Community Better Challenge festivities at [WHERE] on [DATE/START DATE], at [TIME]. #LearnBetter #EverythingGetsBetter #CommunityBetterChallenge

- #EverythingGetsBetter when you get active.

  [SCHOOL NAME], are you ready to get active for a chance for our community to with $150,000? If you're interested, join us in the ParticipACTION Community Better Challenge! Engage students, teachers, friends and family to get active and start tracking their active minutes on www.participACTION.com or the brand new (FREE) ParticipACTION app!

  The challenge runs from May 31 – June 16! Join us for the kickoff event at [WHERE], on [DATE/START DATE]. #LearnBetter #EverythingGetsBetter #CommunityBetterChallenge

Twitter:

- [School Name] is supporting the ParticipACTION #CommunityBetterChallenge (May 31 – June 16). Let's win the title of Canada's Most Active Community! To join, track your active minutes on the ParticipACTION app – *the active app for everyone*.

- Hey [School Name], help our community win the title of Canada's Most Active Community and $150,000! Join the #CommunityBetterChallenge by tracking your active minutes on the ParticipACTION app from May 31– June 16. Sign up now!

- Support our community and join the ParticipACTION #CommunityBetterChallenge by tracking your active minutes on the ParticipACTION app – *the active app for everyone* – from May 31 – June 16.

Workplaces:

Facebook:

- Listen up [Workplace], it's time to bring our community together with physical activity!

This coming May, [COMMUNITY] will be participating in the ParticipACTION Community Better Challenge, the physical activity challenge that rallies communities across Canada to sit less and move more together. Canada's Most Active Community wins $150,000 to put towards local physical activity initiatives, so let's do our part by downloading the free ParticipACTION app and tracking our active minutes.

From May 31 – June 16, [Workplace] will have the amazing opportunity to get together and get active and support [COMMUNITY]. Get ready [Workplace], because on [DATE/START DATE] we're going to kick off Community Better Challenge festivities with the [NAME OF WORK EVENT/PROGRAM]. Meet us [WHERE] at [TIME] to join! #WorkBetter #EverythingGetsBetter #CommunityBetterChallenge

- Hey [WORKPLACE], let's get together and get active!

  [COMMUNITY] has entered the ParticipACTION Community Better Challenge, a physical activity challenge that encourages communities across Canada to sit less and move more together. [WORKPLACE] will be contributing to [COMMUNITY]'s goal to be Canada's Most Active Community. Get active with us from May 31 – June 16!

  To participate, download the new ParticipACTION app – *the active app for everyone* - and track your active minutes. Join us as we kick off our Community Better Challenge festivities at [WHERE] on [DATE/START DATE], at [TIME]. #WorkBetter #EverythingGetsBetter #CommunityBetterChallenge

- Who will be Canada's Most Active Community?

  We're supporting the ParticipACTION Community Better Challenge! The challenge runs from May 31– June 16 and is open to all communities and individuals, ultimately recognizing the community with the most tracked minutes (based on its population size) as Canada's Most Active Community and awarding it with $150,000 to support local physical activity initiatives.

  Start tracking your active minutes on the ParticipACTION app – *the active app for everyone*. Get ready [WORKPLACE], because on [DATE/START DATE] we're going to

kick off Community Better Challenge festivities. Meet us [WHERE] at [TIME] to join! #WorkBetter #EverythingGetsBetter #CommunityBetterChallenge

Twitter:

- We're supporting the ParticipACTION #CommunityBetterChallenge (May 31 – June 16). Help our community win Canada's Most Active Community and $150,000 to support local physical activity initiatives. Sign up and track your active minutes on the new free ParticipACTION app.

  Hey [WORKPLACE], help our community win the title of Canada's Most Active Community and $150,000. Join the ParticipACTION #CommunityBetterChallenge by tracking your active minutes on the ParticipACTION app. Event runs from May 31 – June 16, so sign up now!

- Let's bring our community together with physical activity. Download the free ParticipACTION app, track your active minutes and support our community in the #CommunityBetterChallenge from May 31 – June 16. The grand prize for Canada's Most Active Community is $150,000!

Communities/Organizations/Towns:

Facebook:

- Let's bring [COMMUNITY] together with physical activity through the ParticipACTION Community Better Challenge!

  Rally your friends, neighbours and family to get active and our community could win $150,000 to go toward local physical activity initiatives and be crowned Canada's Most Active Community! The challenge runs from May 31 – June 16 so be sure to get active and start tracking!

  Participate by downloading the new free ParticipACTION app – *the active app for everyone* – where you can track your active minutes and contribute to the challenge. #EverythingGetsBetter when you get active. #CommunityBetterChallenge #CommunityBetter

- Who will be Canada's Most Active Community?

[COMMUNITY] has entered the ParticipACTION Community Better Challenge, a physical activity challenge that encourages communities across Canada to sit less and move more together. The grand prize is $150,000 – so be sure to get active with us from May 31 – June 16!

To participate, download the new free ParticipACTION app, track your active minutes and contribute to our challenge. Join us as we kick off our Community Better Challenge festivities at [WHERE] on [DATE/START DATE], at [TIME].

#EverythingGetsBetter when you get active. #CommunityBetterChallenge #CommunityBetter

- Hey [COMMUNITY], let's get together and get active!

  [COMMUNITY] has entered the ParticipACTION Community Better Challenge! The challenge runs from May 31 – June 16 and is open to everyone, ultimately recognizing the community with the most tracked minutes (based on its population size) as Canada's Most Active Community and awarding it with $150,000 to support local physical activity initiatives.

  Help us earn the big prize by tracking your active minutes on the ParticipACTION app – *the active app for everyone.* Get ready [COMMUNITY], because on [DATE/START DATE] we're going to kick off Community Better Challenge festivities. Meet us [WHERE] at [TIME] to join! #CommunityBetterChallenge #CommunityBetter #EverythingGetsBetter

Twitter:

- Let's get together and get active! We've entered the ParticipACTION #CommunityBetterChallenge (May 31 – June 16). Help us win Canada's Most Active Community and $150,000. Track your active minutes on the new free ParticipACTION app.

- Join the ParticipACTION #CommunityBetterChallenge, a physical activity challenge that brings communities together with physical activity. The prize for Canada's Most

Active Community is $150,000! Track your active minutes on the ParticipACTION app from May 31 – June 16!

- Who will be Canada's Most Active Community? Download the free ParticipACTION app, track your active minutes, and support your community in the ParticipACTION #CommunityBetterChallenge from May 31 – June 16. The grand prize for Canada's Most Active Community is $150,000!