

FOR IMMEDIATE RELEASE

## Strathmore joins ParticipACTION Community Challenge.

Celebrate Parks and Rec Month and Strathmore will win the ultimate prize – a healthy community!

**STRATHMORE, ALBERTA | May 25, 2023** – The ParticipACTION Community Challenge is a national initiative that encourages everyone in Canada to get active throughout June. Ultimately recognizing Canada's Most Active Community and awarding it with \$100,000 to support local physical activity and sport initiatives.

It's easy to participate in the challenge. Simply track the activities you're already doing as part of your daily life. Running, walking the dog, cycling, vacuuming – it all counts! We also encourage you to add more physical activity to celebrate parks and rec month, and to feel healthier! You can join in on the challenge in a few ways:

- Download the free Participaction App
- Track sports team activities using the community challenge website
- Join a local activity event
- Create a team with your school or workplace

"Strathmore is perfect for this challenge! We already have an energetic community and amenities that support an active lifestyle. If we can bottle that sizzle we'll win much more than \$100,000, our real prize will be a healthy community," says Sports Centre Manager, Lisa Montgomery.

Community Wellness is one of Town of Strathmore Council's Strategic Priorities. The ParticipACTION Community Challenge supports this priority. If Strathmore successfully wins prize money from the challenge, the funds will support recreation amenity improvements in Town.

"Celebrating Parks and Recreation Month is part of our Strategy for Community Wellness. The ParticipACTION Community Challenge is perfectly timed to align with this strategic priority. This is a win-win for Strathmore. When you have an active, healthy community, it increases quality of life for everyone," says Manager of Recreation and Culture, Budd Brazier.

Join Strathmore in the movement to build stronger, healthier and more active communities across Canada. Find more details about the ParticipACTION Community Challenge at [Strathmore.ca/Participate2023](https://strathmore.ca/Participate2023).

### **About the ParticipACTION Community Challenge**

*The ParticipACTION Community Challenge is a national physical activity and sport initiative that encourages everyone in Canada to get active throughout June in search of Canada's Most Active Community. The challenge is open to all communities and individuals, ultimately recognizing Canada's Most Active Community and awarding it with \$100,000 to support local physical activity and sport initiatives. The ParticipACTION Community Challenge is proudly supported by the Government of Canada, Saputo and Sun Life.*

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