



PRESS RELEASE

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For Immediate Release:

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Cities and towns across Wisconsin are hosting the first ever Community Fitness Challenge! The **“Be Active Wisconsin” Community Challenge** invites all community members to participate in a virtual challenge to promote active lifestyles, connect people to the outdoors by encouraging use of our parks/trail systems, and engage Wisconsin communities in a friendly competition!

All active minutes count (not just running/walking), so let's get moving Eau Claire! The winning community will receive a trophy, and all participants receive a T-shirt. (It's the same shirt for every participating community – how cool is that?) While there is a personal goal of 200 minutes a week to help motivate and to give you a goal to strive for, there are no requirements and no awards given for personal goals so that you can customize it based on your needs.

All participants will have access to a Google Form (<http://bit.ly/BeActiveMinutes>) where you will enter your minutes for each week by Monday morning at 10am. The link to the form will be emailed to all registered participants on March 1. The numbers for each community will be sent out to all community representatives on Mondays so we can encourage our Eau Claire community to keep moving!

Community members can register at eauclaire.maxgalaxy.net Community Programs. Registration fee is \$10. Proceeds from this event will support the ECPRF's youth scholarship fund.

For additional information, contact the Eau Claire Parks, Recreation, and Forestry at 715-839-5032 or at recreation@eauclairewi.gov.