



News Release
January 25, 2022

Contact: Julie Booth
715-839-5032

The “Be Active” Wisconsin Community Challenge Is Back

EAU CLAIRE – Cities and towns across Wisconsin are coming together for the second annual **“Be Active” Wisconsin Community Fitness Challenge**. Everyone is welcome! People of all ages and abilities are invited to participate in a virtual challenge to promote active lifestyles, connect people to the outdoors by encouraging use of our parks and trail systems, and engage Wisconsin communities in a friendly competition!

The goal for registered participants is to log as many active minutes as possible each week during the month of March. The community with the highest average active minutes at the end of the competition wins! While there is a suggested target of 200 minutes a week to help motivate you, there are no requirements and no individual awards given so you can personalize your goals. All active minutes count, not just running or walking, so think about all the different ways you like to have fun in the winter and let’s get moving Eau Claire!

The winning community will receive a trophy and bragging rights. Last year, Eau Claire had 102 registered participants and ranked 4th out of the 42 communities that took part. We believe this year we can get to #1!

Join the challenge! Registration for the Be Active Wisconsin Community Challenge is now open. Register at <http://activenet.active.com/EauClaire/> (search “Be Active”). Registration fee is \$10 per person and includes a t-shirt. Prior to March 1, participants will be emailed a link where they will log each week’s active minutes.

Proceeds will support the ECPRF’s Youth Scholarship fund benefitting families experiencing low income. Learn more about the Youth Scholarship fund here: <https://www.eauclairewi.gov/recreation/recreation/scholarship-program>

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

###