



PRESS RELEASE



Step it up between now and June 16

Aurora seeks the title: 'Canada's Most Active Community'

AURORA (May 31, 2019): The quest to become 'Canada's Most Active Community' is on.

ParticipACTION's 'Community Better Challenge' may be a national event, but Sport Aurora and Activate Aurora have stepped it up locally up to prove that an engaged and co-ordinated community effort will be what it takes to earn this prestigious title.

"We want everybody in Aurora to be aware of this challenge and join in," said Activate Aurora Chair Ron Weese during a recent gathering of sport, recreation and physical activity participants at the Aurora Family Leisure Complex. "Our job here is to get people excited, and show how easy it is to download and use the free ParticipACTION app during the 'count weeks' from May 31 to June 16."

Activate Aurora has joined hundreds of communities across Canada, who are all vying for the same honour. The Challenge uses a point system for each community (defined by postal code and adjusted by population size) that includes the number of people who download the app, total minutes of activity entered on the app, and the additional activity logged by Activate Aurora partners.

Ten Aurora schools from both school boards, along with private schools, will be recording their students' activities. Sport organizations have also joined in. Likewise, fitness centres such as Club Aurora, Goodlife, Aurora Athletic Club and LA Fitness will be adding activity minutes from their memberships.

Other participants, such as 9-Round Fitness, DiSH Events and Shawn Nisbet - Nordic Pole Walking Club, have joined, not to mention the entire Town Community Services Department. All have agreed to record their many physical activity classes and programs during the count weeks.

"It is a big task to include everyone," said student volunteer Christian Carnovale, who is in charge of events and participant recruitment. "But we are getting there."

"We believe that regardless of whether or not we win, the Challenge is a great community-builder around an important and valuable message – increasing healthy physical activity," added Weese. "But wouldn't it be great to be able to say you live in a community that has been recognized, nationally, as 'Canada's Most Active' by a renowned agency like ParticipACTION?"

There is still time join the Community Better Challenge. All it takes is a minute to download the free app from the App Store, Google Play or www.participaction.com. And for sport and recreation organizations, as well as local businesses, contact Ron Weese at Activate Aurora.

Let's win this!

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About Sport Aurora:

Founded in 2005, Sport Aurora is a not-for-profit corporation that supports and develops high-quality sport and recreation opportunities. They advocate on behalf of member organizations to increase participation, build capacity and celebrate excellence. Sport Aurora now represents 42 sport organizations, with a volunteer base of more than 2,500, and a player base of nearly 10,000 from ages of 3 to 80. Sport Aurora has also helped develop the municipal Parks and Recreation Master Plan, continues to provide leadership and guidance, and has become the "voice" of Sport in the Town of Aurora. For more information, visit <http://www.sportaurora.ca/>

About Activate Aurora:

Activate Aurora is on a mission: to make Aurora "Canada's Most Active Community" through education, activities and awareness. This Ontario Trillium Foundation (OTF) funded program was designed by Sport Aurora with the guidance of the Canadian Sport for Life Society, and is endorsed – and supported – by the Mayor's Task Force on Physical Activity. The Activate Aurora team includes representatives from diverse areas of interest: local sports organizations, education, parks & recreation, seniors and health care. For more information, visit <https://activateaurora.com/>

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