

NEWS RELEASE

Distributed February 4, 2021

Nanaimo residents challenged to “walk” to Victoria

“Walk On” Winter Wellness Challenge runs February 8 to March 19, 2021

Summary

The City of Nanaimo's Parks, Recreation and Culture and New Balance Nanaimo have partnered to bring the “Walk On” Winter Wellness Challenge to the community. It will take participants on a walking journey from Nanaimo to Victoria and beyond. The challenge will take place from February 8 to March 19, 2021.

Here are the steps in participate:

- Track steps each day or distance walked by using a tracking device or app of your choice (Fitbit, smartphone, smartwatch, pedometer, computer or a mobile app such as mapmywalk).
- Input step data each day into the form on the online at www.nanaimo.ca/goto/walk-on-challenge; a Step/Km Converter can be found on the page.
- Each Friday, weekly progress from participants will be collected and tallied.
- Each Monday, participant totals will be shared on our Results Board on the website (a great way to challenge your co-workers and friends).

Participants can join this challenge at any time between February 8 and March 13. By doing so, walkers have a chance to win some great prizes. Each week, a name will be drawn for prizes from New Balance Nanaimo and Parks, Recreation and Culture. Prizes are based on participation rather than total distance walked. The more times walkers input their data, the more ballots are entered for a chance to win weekly and the grand prize draw.

At the end of the six-week challenge, New Balance Nanaimo will be giving the grand prize winner a brand new pair of running shoes with a value of up to \$200.

Strategic Link: Providing recreation opportunities supports livability in the community.

Key Points

- Participants are reminded to follow COVID-19 safety protocols when walking in public spaces.
- Participants are encouraged to track their steps during the challenge for a chance to win some prizes from New Balance Nanaimo and Nanaimo's Parks, Recreation and Culture.

Quotes

"Walking is one of the easiest and most economic ways to be healthy. It increases your heart health, can lower your risk of disease, helps to maintain a healthy body weight, is easy on your joints, and it releases endorphins which can make you happy! We invite the community to participate in this challenge as way to enjoy our mild climate in the winter while keeping ourselves healthy."

Deborah Beck
Recreation Coordinator
City of Nanaimo

Continued... Nanaimo residents challenged to “walk” to Victoria

Quick Facts

- If participants don't have a tracking device, the first 20 people to email parksandrecreation@nanaimo.ca will be given a pedometer to keep and use.

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