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November 2018

Dear Mayor,

It's me Sydney, Saskatchewan *in motion's* Kid Ambassador. I'm writing to let you know the **2019 Saskatchewan Blue Cross Go Out & Play Challenge** is less than four months away. The web site is up and the registration form is ready to download! So what could your community do with \$10,000 for a project that gets kids and families out to play?

At last year's SUMA convention, I told you that kids in this province aren't moving enough (less than 15% meet national physical activity guidelines) and we're not spending much time outside at all. Fortunately, communities like yours can do a lot to make a difference for local kids. The challenge is a great place to start.

Each year communities across Saskatchewan compete to see who can get residents moving most. It's pretty easy:

1. Find someone to lead the challenge in your community.
2. Pick a project and fill out the registration form.
3. Rally your community to log their physical activity online during the challenge.
4. The community that moves most wins!



Experts say kids move more, sit less and play longer when they're outside, so your project must inspire active outdoor play. Past winners have built playgrounds, trails, skate parks and more.

The challenge is also a great way to pump up community spirit and pride! Last year, nearly 6,450 people from 28 communities logged a grand total of 2.9 million minutes of physical activity over 10 days!

The deadline for registering your community is 11:59 PM CST **February 8, 2019**. Register by December 14 and Saskatchewan *in motion* will add 1,000 bonus minutes to your total. That's what I call awesome!

To learn more, visit challenge.saskatchewaninmotion.ca, email info@saskinmotion.ca or call 1-866-888-3648.

Sincerely,

Sydney
Saskatchewan *in motion* Kid Ambassador

P.S. I'll be at the 2019 Saskatchewan Urban Municipalities Convention in Saskatoon next February. I hope I'll see you there – and I hope to hear that you've registered your community for a chance to win \$10K so kids can play! Remember, the kids are counting on you.