



For immediate release
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Sault Ste. Marie takes on ParticipACTION's Community Better Challenge May 31 – June 16

Sault Ste. Marie - The City of Sault Ste. Marie (FutureSSM), in partnership with Algoma Public Health is engaging the community to take on the [ParticipACTION Community Better Challenge](#), a national, annual physical activity challenge that rallies communities to sit less and move more together. The challenge kicks-off on May 31 and wraps-up on June 16.

The community with the most tracked minutes of activity (based on the size of their community) will win the grand prize of \$150,000 to go toward physical activity initiatives and be crowned the title of *Canada's Most Active Community*. Sault Ste. Marie is aiming to engage as many people as possible to get active during this time.

Sault Ste. Marie is an active community by nature. By promoting the challenge, logging your minutes or organizing an activity between May 31 and June 16, you will help increase Sault Ste. Marie's tracked minutes and chance of winning.

Participants will be able to track their active minutes in two ways:

1. Community members can download the [ParticipACTION app](#). By doing so, minutes tracked through the app will automatically go towards the overall community score.
2. Community members can sign-up at [participaction.com](#) and start tracking their physical activity minutes. There, you will be able to track minutes as an individual or on behalf of an organization. *Individuals will be able to track on behalf of their children.*

In either case, minutes will be assigned to the community based on postal codes. Minutes will accumulate based on each community and will determine a community's overall 'score'.

If you have an idea for an activity during the two week timeframe, or would like to get involved, please reach out to k.elliott@cityssm.on.ca or 705-989-5288. All participating businesses and organizations will be featured on FutureSSM's website and social media accounts acknowledging your involvement and support.

For more information, visit www.participaction.com/en-ca/programs/community-challenge or www.futuresm.com/communitybetterchallenge

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