

MEDIA RELEASE

City of Williams Lake



For Immediate Release

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450 Mart Street
Williams Lake, BC
V2G 1N3

Celebrate ParticipACTION with “Community Challenge” June 1-30

The Cariboo Memorial Recreation Complex and City of Williams Lake are encouraging residents to get active this June as we compete in the ParticipACTION Community Challenge.

This national initiative encourages everyone in Canada to get active throughout June, ultimately recognizing Canada’s most active community and awarding it with \$100,000 to support local physical activity and sport initiatives.

In Williams Lake, anyone can participate by downloading and tracking their movement with [the free ParticipACTION app](#) from June 1-30, or by joining the Cariboo Memorial Recreation Complex for free, daily activities.

“We are very excited to have the opportunity to support this challenge in our community once again,” said Maria McKee, Adult Recreation Coordinator. “We received great feedback and participation on last year’s event and are excited to be able to offer a new, free activity each day throughout the month of June.

In addition to the grand prize, several weekly and monthly prizes will be awarded to participants through the ParticipACTION app.

“We hope everyone will have fun with this challenge and maybe learn a new activity or be energized by doing something active every day,” McKee said.

All minutes tracked by residents on the ParticipACTION app will be added to Williams Lake’s average community score. Residents with personal fitness tracking apps can also sync those with the ParticipACTION app for more accurate results as they track their own ParticipACTION each day.

Visit the Complex’s Facebook page at www.williamslake.ca/996/ParticipACTION-Community-Challenge for Williams Lake’s complete June Community Challenge Schedule, or pick one up at the Complex front desk, for fun, family-friendly activity ideas such as free fitness classes at the Complex, free scheduled classes and events offered by community organizations and others you can do on your own time like walking your pet, kayaking, paddleboarding, fishing or even flying a kite.

The free ParticipACTION app can be downloaded prior to June 1 on the Google Play and Apple App Store. You can also sign up and register at www.participaction.com/challenge.

The ParticipACTION Community Challenge is proudly supported by the Government of Canada, Saputo and Sun Life.

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