



MEDIA RELEASE

Registration Now Open for Niagara-on-the-Lake Step Challenge

Town prepares to kick off this year's Step Challenge with hopes of more participation than ever.

For Immediate Release

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Registration for the Town of Niagara-on-the-Lake's 2022 Step Challenge has officially opened for the well-loved event hosted through the MoveSpring App. Anyone who lives or works in Niagara-on-the-Lake is invited to register as an individual or team of four before the Challenge begins on Monday, June 6, 2022. Registration closes on Sunday, June 5, 2022.

In 2021, the Town saw 178 participants, and it is anticipated that this year's Challenge will see an increase in participants once again. In 2021, the Town saw lots of participants connecting on the App and sharing stories of various ways the Step Challenge helped to engage and connect those within the community and promote healthy lifestyles. The Town hopes that this story-telling and engagement component will continue during the 2022 Step Challenge.

"The Step Challenge is one of my favourite events the Town hosts," stated Lord Mayor Betty Disero. "We have seen such great participation each year, and I hope to see Niagara-on-the-Lake steppers out again, enjoying the weather and getting their steps in on the Town's beautiful trails and paths."

In light of the upcoming Niagara 2022 Canada Summer Games, the Town is excited to announce a new feature called a Group Virtual Race challenge which invites participants to navigate through a virtual themed map based on a total distance goal. The Group Virtual Race allows participants to move through the map and unlock fun milestones along the way with details and information about the Summer Games.

"The Step Challenge always comes at the perfect time as a way to kickstart summer in a healthy and active manner," stated CAO Marnie Cluckie. "Last year, we noticed how much this challenge helped participants get outside and engage in some friendly competition amid the pandemic, and it is my hope that this challenge continues to promote the positive impact exercise and community engagement have on physical health and mental wellness. Good luck to all participants!"



The Town is seeking partnerships with local businesses and organizations to promote and sponsor this well-loved challenge. Those wishing to donate prizes such as gift cards, goodies or swag can email stepchallenge@notl.com. Prizes will be awarded every week and upon completion of the challenge. Details of prize categories are available at notl.com.

Visit <https://www.notl.com/recreation-events/community-initiatives-events> for more details and to register.

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