



## MEDIA RELEASE

# Niagara-on-the-Lake Step Challenge Returns this June

For Immediate Release

May 16, 2024

Tie up your laces, Niagara-on-the-Lake! The Town's popular Step Challenge is returning in June. This health-focused event promotes physical activity and wellness within the community, encouraging everyone to stay active and have fun while supporting community engagement and connectedness.

Event details:

- **Registration:** Online registration opens on Wednesday, May 22, 2024, and closes on Wednesday, June 5, 2024.
- **Timeline:** The challenge runs from Sunday, June 2, 2024, to Saturday, June 29, 2024.
- **Participation:**
  - Anyone who lives or works in Niagara-on-the-Lake is invited to register as an individual or team of four.
  - The challenge is hosted through the MoveSpring App, and participants are required to have a device to track the number of steps they take each day.

"I am thrilled to see the return of our community Step Challenge and am looking forward to walking through the villages and engaging with residents to promote wellness and physical activity," stated Lord Mayor Gary Zalepa. "It's great to see this event brought back to life, and I am excited to be a part of it."

The Town has witnessed the participation of hundreds of individuals in its Step Challenges over the years, and Staff is eager to welcome both returning and new participants this year. The MoveSpring app offers a platform for participants to share stories, recommend walking paths, and connect with fellow community members. Additionally, exciting weekly prizes will be awarded to both individuals and teams.

"The Step Challenge presents a great opportunity to get outside, move your body, and experience the beautiful walking trails, parks, and streetscapes Niagara-on-the-Lake offers," stated CAO Bruce Zvaniga. "I encourage all community members to get involved and step up to the challenge! Thank you to our Communications Team for their excellent work organizing this event again this year."

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 [communications@notl.com](mailto:communications@notl.com). Prizes will be awarded every week and upon completion of the challenge.

This year, the Town is hoping to beat its last collective step goal by surpassing 60 million community steps. Want to join in on the fun? Visit <http://www.notl.com/notlstepchallenge> for more details and to register on May 22, 2024.

For immediate alerts, follow the Town on [Facebook](#), [Twitter](#), and [Instagram](#).

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