



NEWS RELEASE

Town Launches #GetActiveNOTL to Celebrate Parks & Recreation Month

For Immediate Release

May 28, 2025

The Town of Niagara-on-the-Lake is excited to launch **#GetActiveNOTL**, a refreshed, inclusive community wellness campaign kicking off this June in celebration of Parks & Recreation Month.

Building on the spirit of past Step Challenges, this year, the Town is changing things up to make participation easier and more closely connected to our local parks and amenities. **#GetActiveNOTL** is designed to be more accessible, more engaging, and more community-focused. Instead of relying on step-tracking apps or digital platforms, the campaign encourages residents to get moving in ways that work for them, with no technology required.

Most importantly, the campaign shines a spotlight on the incredible parks, trails, and recreational amenities right here in Niagara-on-the-Lake. Residents of all ages and abilities are invited to participate by exploring the places that make our town vibrant, healthy, and active. Whether it's a walk through your neighbourhood trail, a bike ride along the Niagara River Parkway, or a visit to a local playground, every activity counts, and there are prizes to be won!

Participate with the Parks & Recreation Passport

Starting June 2, participants can pick up a printed GetActiveNOTL Parks & Recreation Passport at Town Hall (1593 Four Mile Creek Road), the Community Centre (14 Anderson Lane), or download it from the Town's website. Each time you complete an activity or visit a participating location, check it off on your passport!

Two versions are available:

- [One for all ages](#)
- [One specifically designed for children](#)

Complete at least 10 activities and submit your passport to communications@notl.com by June 30 to be eligible for a prize draw.



Join the Social Media Challenge

Residents can also participate by sharing photos of themselves being active in Niagara-on-the-Lake using the hashtag #GetActiveNOTL and tagging the Town on Facebook, Instagram, or X (Twitter). Each post counts as a contest entry!

For a bonus entry, email your photos to communications@notl.com for a chance to be featured in future Town promotions and publications.

This year's campaign is all about removing barriers, boosting community spirit, and celebrating the many ways we stay active, from fun with friends to quiet solo moments. So get out, get moving, and let's #GetActiveNOTL together!

Quotes:

"Parks & Recreation Month is the perfect time to celebrate the many ways our residents stay active and connected. This campaign is about promoting community well-being, inclusivity, and the incredible outdoor spaces that make Niagara-on-the-Lake such a vibrant place to live. I encourage everyone to get involved in whatever way works best for them." – **Lord Mayor Gary Zalepa**

"We know that being active doesn't look the same for everyone, and that's the beauty of #GetActiveNOTL. This initiative is about removing barriers and celebrating all forms of movement. We're excited to offer flexible, accessible ways for residents to participate and enjoy everything our parks and facilities have to offer." – **CAO Bruce Zvaniga**

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

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