

Pelham residents and businesses invited to join the June 30 for 30 Challenge

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Pelham, ON – This June, the Town of Pelham is challenging residents and businesses to get active, tracking their physical activity minutes for a chance to win the title of Canada’s Most Active Community and \$100,000 to support local physical activity initiatives. The contest is part of ParticipACTION’s National Community Better Challenge.

The Challenge provides an easy, fun, and safe way to get communities, schools, businesses and organizations moving and connecting in-person or virtually through physical activity and sport. Activities can range from walking, cleaning the house, gardening, or even running a 5K. Pelham has developed the “June 30 for 30” challenge, which coincides with Recreation month and Seniors month.

“The main goal of the challenge is to get active and keep our minds, body, and community spirit healthy,” said Leah Letford, special events and festivals programmer. “Pelham residents have rallied many times throughout the pandemic, whether participating in the Town’s virtual events, drive-through parade, or house decorating, all supporting the community; I have no doubt they’ll show just how strong the community spirit is again with this challenge.”

The June 30 for 30 activities are designed for all ages and abilities, and active minutes can be tracked through the ParticipACTION app, through the June 30 for 30 GooseChase Challenge, or by tracking them and calling them into the Town. A calendar of activities will be available on the June 30 for 30 webpage, and a print version will be available for those wanting to get involved who are not online.

Though the current provincial stay-at-home order has been extended to June 2, events and activities listed in the June 30 for 30 challenge can be done in the safety of your own home or while safely exercising outdoors in permissible areas.

Participants can find information about the Challenge and how to participate by visiting www.pelham.ca/june30for30 or by contacting Leah Letford at 905-892-2607 x352 or lletford@pelham.ca.

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