



News Release
April 23, 2018

Second Annual Walk ‘N’ Roll Challenge Begins May 1

(April 23, 2018 – Ponoka, Alberta) – The second annual ‘Walk ‘N’ Roll – I’m Just Less Driven Challenge’ kicks off Tuesday, May 1, with the Town of Wainwright joining the friendly competition between Ponoka and Stettler this year.

Residents of all three communities are encouraged to park their cars this spring and summer, and walk or bike to their destinations instead. The Town whose residents walk or ‘roll’ to the most destinations during the months of May through August wins bragging rights and takes home the contest trophy in the fall.

Here’s what you need to know about the Challenge and how **you** can get involved:

- Ponoka residents will be able to register their ‘trips’ on the Town website at www.ponoka.ca starting on May 1. Results for each participating community will be announced each month.
- A ‘trip’ means a destination reached via walking, biking or any other non-motorized means of transportation.
- The distance of each trip is not important.
- The ‘to’ and ‘from’ portion of each trip is counted as two trips in total.
- A ‘trip’ does not mean going for a walk or for a bike ride purely for exercise or recreation.
- Students and schools are encouraged to register all of their trips when they walk or bike to school each day or when classes walk to the pool or other field trips in May and June.

Monthly Prize Draws

Each month as you register trips during the contest, your name will be entered into monthly prize draws. The winners will be announced on the Town of Ponoka website and social media pages each month.

Get Active!

The Challenge is a great way for citizens to get outside and get active this spring and summer, but improving your fitness level isn’t the only advantage of participating in the Challenge. It also benefits the environment by reducing local pollution and greenhouse gases as we park our cars and lace up our sneakers.

And of course, there’s the added incentive of beating out Stettler and Wainwright and winning the coveted Walk ‘n’ Roll – I’m Just Less Driven trophy this year. Let’s do this Ponoka!

If you have questions about the Challenge, please call Wes at 403-783-0118

For more information:

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