



News Release
April 30, 2019

Third Annual Walk ‘N’ Roll Challenge Begins May 1

A Great Opportunity to Get Active, Help the Environment and Save on Gas!

(April 30, 2019 – Ponoka, Alberta) – With the arrival of spring, the third annual Walk ‘n’ Roll Challenge kicks off Wednesday, May 1. The Challenge is a great way to get outside and get active this spring and summer – and save on gas!

Here’s how it works. All you have to do is walk, bike, rollerblade, or use any other form of non-motorized transportation to get to your destinations whenever possible from May 1 to August 31.

Record Your Trips! It Only Takes a Minute!

Keep track of how often you walk or ‘roll’ to your destinations each week and record the number of ‘trips’ on the Town website at www.ponoka.ca. It only takes a minute! The ‘to’ and ‘from’ portion of each trip counts as two ‘trips’ in total.

A trip can include:

- Walking to work
- Walking home for lunch or to a restaurant
- Cycling or walking to an appointment
- Walking the golf course instead of using a motorized cart
- Long boarding or skate boarding to the store
- A ‘trip’ is not just walking or biking for recreation or exercise. You must be going to a destination

The Challenge will once again be a friendly competition between Ponoka, Stettler and Wainwright. The Town whose residents walk or roll to the most destinations during the months of May through August will win the Walk ‘n’ Roll Challenge trophy. Help Ponoka win by recording your ‘trips’ on our website. It’s quick and easy!

Of course, the real winner is YOU because you’re the one getting outside and improving your fitness level – and saving on gas!

Monthly Prize Draws

Participating in the Challenge also qualifies you to win prizes! Each month as you register trips on the Town’s website, your name will be entered into monthly prize draws. The winners will be announced on the Town’s website and social media pages.

Here’s what else 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 a classroom of students walk to the pool or for other field trips in May and June.

Get Active and Save on Gas!

Get ready to park your car and lace up our sneakers! The Challenge is not only a great way to improve your fitness level. It also benefits the environment by reducing local pollution and greenhouse gases. When we work together as a community, we can all achieve a healthier lifestyle, community and environment.

And of course, there's the added incentive of beating out Stettler and Wainwright and winning the coveted Walk 'n' Roll trophy this year. Let's do this Ponoka!

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

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