



Families Challenge Talking Points

Background information:

The Fit Families Challenge is a month-long, countywide community challenge to get people moving, in hopes that participants will realize how easy (and fun!) it can be to fit exercise into their daily life. Participants merely complete and log 15 workouts in March to be entered to win prizes! There's no time or activity requirement—as long as you're moving it counts. Your fit "family" can include parents, kids, grandparents, colleagues, friends, and even dogs!

Participants can register with their "family" at centremoves.org to receive weekly updates throughout the challenge and to be eligible for participation prizes. Complete and track 15 workouts throughout March to be eligible to win grand prizes!

This year Centre Moves is using the MoveSpring app, making the challenge entirely electronic. In the app, you can connect your wearable device or smartphone to track your activity automatically. Plus you can compete in fun challenges against others, set new goals for yourself and watch your progress over time. Participants can also manually enter data for you and your family online.

All tracking must be completed and entered in MoveSpring by April 5 to be eligible for grand prizes!

Talking Points:

- The Centre Moves Fit Families Challenge is a month-long, countywide challenge to get people moving.
- Complete and log 15 workouts with your family during March to be eligible to win prizes. Workouts can be simple and fun! Enjoy a walk in the park, throw a ball, or play a game of tag.
- This year Centre Moves is partnering with MoveSpring making the challenge entirely electronic. Participants can connect wearable devices or smartphones to track activity automatically. Plus compete mini fun challenges against others, set new goals and watch your progress over time. Plus participants can manually enter data for you and your family online.
- Families are broadly defined, and can include immediate or extended family, friends, colleagues, and even dogs! And yes you can sign up as an individual.
- Centre Moves is partnering with the YMCA of Centre County to offer all registered Fit Family Challenge participants a "Be Our Guest Pass" providing free access to any YMCA branch. For details visit centremoves.org
- Visit centremoves.org to register, learn more and see a full list of grand prizes.
- The Fit Families Challenge is hosted by Centre Moves, a Centre County community coalition dedicated to encouraging healthy lifestyles to reduce the burden of diabetes and obesity in our region. Visit centremoves.org for more information!