



***In motion* Community Pledge Challenge Rules & Regulations**

Pledging & voting

1. Only pledges made by Saskatchewan residents from registered communities between **October 3, 2011 and December 30, 2011** will count toward communities' eligibility for the \$10,000 prize.
2. Individuals or families may pledge up to once a month during the pledge period. Action must be taken before the next pledge can be made.
3. Once finalist communities are chosen, there is a limit of one vote per day per email account during the voting period.
4. Voting closes at **12 a.m. January 29, 2012**.
5. A secondary prize of \$500 toward an active vacation experience will be awarded to one lucky pledger. This prize will be based on a random draw on **January 30, 2012**.

Community prize

Saskatchewan *in motion* will award one prize of \$10,000 to one Saskatchewan community. The award must be used on a new or current project or initiative that will increase physical activity for children and youth in your community (i.e. park/playground equipment or an after school program centred around physical activity).

A cheque for \$10,000 will be made out to the winning municipality. The project should be completed within one year of receipt of the award. Saskatchewan *in motion* will require regular progress reports from the winning community for inclusion in stories with photos that will be shared publicly.

Eligibility:

1. All Saskatchewan communities are eligible to register on-line at www.saskatchewaninmotion.ca starting **October 3, 2011**. A community can only be registered once.
2. To qualify, a community must:
 - a. Register online.
 - b. Fax a registration form signed by the community mayor to Saskatchewan *in motion* at 306-780-9466.
 - c. Encourage community members to pledge at www.saskatchewaninmotion.ca.
 - d. Submit a written or video entry describing how you will use the prize to make physical activity the easy choice for kids in your community (see entry guidelines).

Community entry guidelines

Eligible communities must submit a written or video entry to info@saskinmotion.ca with a subject line of “*ENTRY for Community Pledge Challenge*” by **12 p.m. on December 23, 2011**. Entries must meet the following requirements:

- a. **Tell us** what you’re doing now to increase physical activity for children and youth, what you would do with the \$10,000 to increase physical activity for children and youth, and why your community should be awarded the prize money. Be as specific as possible.
- b. Your story can be 8-10 pages written or 3-5 minutes of digital video.
- c. Written submissions must be emailed to info@saskinmotion.ca. Post video submissions to YouTube and send a link to info@saskinmotion.ca.

Early Bird Prize

To be eligible for the Early Bird Prize, communities must submit a signed registration form with the mayor’s signature before **12 a.m. on October 31, 2011**.

Communities, who meet the above criteria, are eligible for one Early Bird Prize of \$1,000 to use towards the promotion of the pledge campaign locally. The money may be used for promotional activities such as advertising on local media (TV, radio, newspaper), a community event, promotional material design and distribution.

The cheque for \$1,000 will be made out to the municipality. Saskatchewan *in motion* will notify the winner of the Early Bird Prize by **November 2, 2011**.

Judging & voting

1. A panel of judges selected by Saskatchewan *in motion* will choose the **top five finalist communities** based on the strength and creativity of their entry and the number of pledges collected for their community between the day of their registration and **12 p.m. on Friday, December 30, 2011**.
2. The top five finalist communities will be posted online by **12 a.m. on January 17, 2012**.
3. The winning community will be chosen through an **online public vote that will take place January 17, 2012 to January 29, 2012**.
4. It’s recommended registered communities are declared *in motion* communities.

Awarding of community prize

1. Saskatchewan *in motion* will notify the winning community contact for the \$10,000 Community Pledge Challenge by **12 p.m. on Monday, January 30, 2012**.
2. Saskatchewan *in motion* will work with the winning community to stage an announcement event in their community. This event will be open to the public and media with Saskatchewan *in motion* on hand to cover event for future use by *in motion* for promotions, campaigns, etc.