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2023 Iowa League of Cities & Healthiest State Initiative's "Cities Walk Challenge" Instructions & Rules

The Iowa Healthiest State Initiative and the Iowa League of Cities have partnered again in 2023 for the Iowa Cities Walking Challenge as part of the 13th Annual Healthiest State Walk. Cities across Iowa will be pitted against each other to see who can hold the largest registered community wide walk to encourage healthy habits and lifestyles.

City representatives are encouraged to sign their city up for a Healthiest State Annual Walk. The city with the highest percentage of their population registered will claim first place and a \$1,000 cash prize to continue encouraging healthy habits in their community.

Registration is free and easy, follow the steps below to get started:

1. One community representative (someone with a big network that can spread the word about the challenge, like your Mayor, City Council Members, and appointed staff for the city) needs to sign up their community at <https://runsignup.com/Race/IA/DesMoines/2023HealthiestStateAnnualWalk>
 1. Select Sign Up, enter your information and select yes under "Would you like to join or create an organization type".
2. On the next page select "Create a new Organization Type", select community, and enter your team's name for the City Walk Challenge (ex. Team Breda or Team Marshalltown.)
3. Determine a time and location for your city walk (examples of walk start locations include city park, school parking lot, city hall, community trails.)
4. Upon submission of signing up for the walk, you will receive a community toolkit with ways to promote the walk so that you can win a cash prize for improving the physical, social, and mental well-being of your residents.
5. Your residents **MUST** register under your team to be counted towards your total participation.
6. The deadline to register is Thursday September 28th. Spread the word and tell everyone to register! **As the walk organizer, it's important that you communicate with your participants to share the date, time, and details of your walk!** You can sign into your account on RunSignUp.com, select profile, and scroll down to the "Groups" section. Click on your walk and download the CSV file to access participant email addresses to communicate the time, location, and details of your walk.

7. Stay tuned to hear if your city wins! The winning city will be announced via email and on social media by the Iowa Healthiest State Initiative on Friday September 29th. The winner will also be highlighted in *Cityscape*.

Rules: Participation will be tracked via the ZIP Code of each registrant against the city's total population. The city with the highest percentage of their population registered as participants on the 2023 Annual Walk page will be awarded as the winner of the 2023 Cities Walk Challenge.

Spread the word and show your excitement for the Iowa Cities Walking Challenge and the Healthiest State 13th Annual Walk by posting a photo from your walk and use the hashtag #WhyIWalk to share what gets you moving or #HSIWalk2023 on social media. For more information and to register a walk, visit IowaHealthiestState.com/Walk.