



HEALTHIEST STATE ANNUAL WALK

Healthiest State 13th Annual Walk 2023 MASCOT CHALLENGE

SOCIAL MEDIA:

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- FOLLOW us on Twitter <https://twitter.com/HealthiestIowa/>
- FOLLOW us on Instagram <https://www.instagram.com/iowahealthieststate/>
- FOLLOW us on Tik Tok <https://www.tiktok.com/@iowahealthieststate>
- Tag us and use the hashtag #WhyIWalk #HSIWalk2023

HOW TO ENTER: The 2023 Mascot Challenge will include the first 64 individual public and nonpublic K-12 schools who [register a walk](#) for the Healthiest State Annual Walk on October 4th. **To be considered you MUST register as an individual school building, not as a district** (unless you are a one building district). Registered schools will be automatically entered into the contest and be notified on or before August 28.

HOW TO VOTE: The schools will compete in a bracket-style challenge via Woobox (on Facebook or through Woobox website). Each week from Aug. 27 – Oct. 3, Iowans will be able to vote for their school until a final winner is crowned. In each weekly matchup, the school with the most votes will advance to the next round. Weekly updates will be posted on social media.

SCHEDULE:

- **Round of 32:** Week of Sept. 3
- **Round of 16:** Week of Sept. 10
- **Elite 8:** Week of Sept. 17
- **Final 4:** Week of Sept. 24
- **Final 2:** Oct. 1 (voting ends Oct. 3 at 7 PM)

PRIZE: One winning school will be awarded \$1,000. The prize money can be used to help start or fund healthy incentive projects. The Healthiest State Initiative will hold a check presentation for the winning school at a later date. The winning school will be required to provide a project update within one year of funds being awarded.

CONTEST RULES: School personnel may register a walk by visiting www.iowahealthieststate.com/Walk. Click “Walk with us” then “sign up”. Enter your information, select “Yes” when asked to create or join a group. On the next page, create a new organization type, select school, and enter your information!

The Healthiest State Initiative will automatically enter the first 64 schools that registers a walk into the voting competition. Voting will take place through the Healthiest State Initiative’s social media pages or on Woobox. The school with the most votes in the final round will be awarded a \$1,000 cash prize.

Please reach out to info@iowahealthieststate.com with any questions regarding the Healthiest State Annual Walk or its related challenges!

No purchase is necessary to enter or win. You may be disqualified from participating or voting in the competition if the Healthiest State Initiative believes, in its sole discretion, that you may be tampering with the legitimate operation of the contest, circumventing the intended operation of the contest, in anyway acting in an unsportsmanlike manner, or using the contest facilities to annoy, abuse, threaten or harass any other person. The Healthiest State Initiative reserves the right to make decisions regarding eligibility and voting. All such decisions are final. Employees and board members of the Healthiest State Initiative are not eligible to vote.