

This is an **example text** that can be used to email all staff and students and to provide information on student and staff pages of your website –and anywhere else that might be relevant for your workplace or campus!

**Subject line:** Marchathon is here! Lace up your shoes and get ready!

**Email text:**

Marchathon Step Challenge: Monday 1<sup>st</sup> March – Sunday 28<sup>th</sup> March 2021.

Let's get walking during March to win some great prizes. Create or join a team with your colleagues and compete against others in your organisation and across the country to place on the Leaderboard. There will be weekly competitions, updated Leaderboards, plenty of prizes and plenty of fun.

Can you go the extra step? This year it may be slightly different, but Marchathon is a great way for you to connect with your colleagues virtually and have some good-ole fashioned competitive fun, while adhering to the current government restrictions! We're challenging you to grab some teammates, lace up your walking shoes and step your way to some great prizes.

**How to take part**

1. Get into a team of 3 – 6 people
2. Sign-up online at [www.activetravellogger.ie](http://www.activetravellogger.ie)
  - a) Team captain: choose a team name and set your team up on the Active Travel Logger
  - b) Team members: sign up online at Active Travel Logger, find a team and join it.
  - c) Check out the video tutorials on how to use the Active Travel Logger on [www.Marchathon.ie](http://www.Marchathon.ie)
3. Get a Step Counter — download an activity tracker app to your phone, buy a pedometer, or other step tracking device
4. From March 1<sup>st</sup>-28<sup>th</sup> get walking where possible while aiming to increase your steps throughout the challenge
5. Have Fun and Get Competitive!

\*You might like to include the contact details of the coordinators here\*

\* Include link to social media group / folder on intranet to communicate all things Marchathon\*

\*Include information on internal competitions, targets, charity donations, or other promotional strategies relevant to your organisation\*

PS. If you have any questions email [stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie)