

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: Walktober is here! Team up and get walking!

Email text:

Walktober Step Challenge: Monday 4th October – Sunday 31st October 2021.

Let's get walking during the month of October 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.

Last year we had [XX] Teams take part and we had [XX] Teams place inside the Top 100 of the national Walktober Leaderboard.

How to take part

1. Get into a team of 3 – 6 people
2. Sign-up online at 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 and join a Team.
3. For help getting started, please read the **Walktober Participant Guide** attached to this email and view the step-by-step **Active Travel Logger video tutorials** on www.stepchallenge.ie.

To help us get started, [Senior Management/similar] have gifted [details of prize] for the best Team Name, and all Teams that have signed up to take part by 22nd September will go into a Prize Draw to win [details of prize].

Let's get ready to step!

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