

THE CHALLENGE

As part of the *Take Back Your Streets... Take Back Your Future!* program, World Challenge Day (WCD) is a **friendly international competition** in Sport for All and physical activity where communities from around the world compete against each other to motivate as many people as possible be **physically active for only 15 minutes** on a single day. Above all the event is a fun day that creates awareness and enthusiasm for fitness and active living in participating communities.

All communities of any size can take part in WCD!

WORLD CHALLENGE DAY CUP

Don't miss the chance to promote your community internationally as the winner of the regional or even global World Challenge Day Cup!

As well as the traditional One-on-One competition between communities across the world, TAFISA has introduced the World Challenge Day Cup and, with no extra effort on the part of participating communities, will announce the winners of the regional World Challenge Day Cups for Europe, Americas, Asia/Oceania and Africa, as well as the global World Challenge Day Cup.

Take back your streets... Take back your future!, with



Wednesday 31st May 2017

WHY PARTICIPATE?

- Be a part of the #TakeBackYourStreets program,
- Enhance community spirit and togetherness,
- Create awareness of the benefits of physical activity and the ease of being active,
- Promote your community internally as one that gives back to its citizens, and externally and internationally as an active, interesting and social place to be,
- Encourage inclusiveness and social cohesion,
- Use and showcase your communities facilities,
- Establish international networks and a working relationship with another international community,
- Be rewarded for your efforts,
- No registration fee, and its fun!

HOW TO PARTICIPATE

Participation is easy! Simply:

1. Complete the attached community registration form and return it to TAFISA by **Friday 21st April 2017**.
2. TAFISA will forward useful information about how to organise a successful World Challenge Day, including information on planning, promotions, and easy WCD activities.
3. TAFISA will advise your international community rival and provide contact information for easy communication on the day – **Wed. 31st May 2017**.
4. Following WCD, submit your results and TAFISA will announce One-on-One Competition winners, and World Challenge Day Cup winners!

#TakeBackYourStreets