

Wednesday, February 5, 2025

Frequently Asked Questions

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Participation

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Event Organization

Are the logo, posters and other templates free to use?
Is there funding or giveaways available to support event organizers? How is Winter Walk Day being promoted across the province?



Got other questions? Email us at lesley@shapeab.com

What is Winter Walk Day's history?

WinterActive, a federal government sponsored program, spurred the creation of Alberta's Winter Walk Day in 2006. The goal of the event is to get more Albertans physically active outdoors during the winter. WinterActive no longer exists but Winter Walk Day is still going strong, with more than 26,000 communities, 119,000 schools and 145,000 participated in last year's event.

Who runs Winter Walk Day provincially?

A partnership of seven provincial organizations oversee Winter Walk Day. SHAPE manages the website, social media and registration on behalf of the group. Members include:

- Government of Alberta
- SHAPE (Save Healthy Active People Everywhere)
- Fitness Alberta
- Alberta Recreation and Parks Association
- Ever Active Schools
- Alberta Blue Cross
- Alberta Motor Association
- In Motion

How do I register?

Go to winterwalkday.ca/register

Can I register myself or other people even if we/they don't walk outside?

Yes, but in the spirit of the day we would prefer that an effort be made to walk outside for a least a portion of the time.

