



Earn, Burn & Learn

Sample Social Media Post:

Run or walk for any of the Scotiabank Calgary Marathon Virtual Races to help our school earn points towards the Earn, Burn & Learn contest! We could win \$2,000 for our school! Sign up at www.calgarymarathon.com/ under REGISTER and select our school from the drop-down menu in the registration form.
#calgarymarathon #runcalgary #earnburnlearn

Sample Email:

Hello Students, Teachers, Families and Friends!

Our school, XXX, will be participating in the **2020 Scotiabank Calgary Marathon Earn, Burn & Learn School Contest** and we want YOU to run or walk!

Be active with us! Sign up to **run or walk** for any of the virtual races and your total kilometers (1 km = 1 point) will be added to our school's total to **compete to win \$2,000 for our school!!**

Tell your friends, family, neighbors, school teams – the more people the better! All race distances are included in the Earn, Burn and Learn School Contest – Kids Marathon (1.2 km), 5 km, 10 km, Half-Marathon (21.1 km), Full Marathon (42.2 km) and the 50 km Ultra. Note, to count towards our school's total, participation must be through paid race registration.

Additionally, runners and walkers get a Calgary Marathon t-shirt. There are youth sizes available. Make this a family event where EVERYONE can participate, score a cool shirt, and get active!

To RUN or WALK:

1. Register to run or walk online at: <http://www.calgarymarathon.com/register.html>
2. During your registration for any Calgary Marathon virtual race:
 - a. Select **"Yes"** that you are participating in the Earn, Burn & Learn School Contest
 - b. Select **our school** from the drop-down list.

*Note: this step **MUST** be completed at registration, please **do not forget to select our school!**

3. Complete your race registration.

Please let me know if you have any questions or concerns!

School Captain

