



# JACKFROST CHALLENGE!

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FEBRUARY 2 - 8

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**SCHOOL  
COORDINATOR  
GUIDE**

# Bring Jack Frost Challenge to Your School Community

*A step-by-step guide to coordinating sustainable winter fun!*

## What is the Jack Frost Challenge?

During the first week of February, Manitobans celebrate winter by participating in the annual Jack Frost Challenge event. The goal for schools is to simply encourage outdoor physical activity for your school community, and most importantly to have FUN in winter.

Your school can join the challenge, registering for the Jack Frost Challenge for Schools, February 2 - 8, 2020. You can participate in a way works for you and your school - some options include a school walk, hosting a Walk to School Day event on February 5, or sign up for the Jack Frost Challenge competition to complete 130km of outdoor activity as a team.

You can include walking, running, playing, cycling, ice skating, snowshoeing, cross-country skiing, and more!

The event encourages all Manitobans to get outdoors in winter. This is great for physical activity, increasing the amount of time we spend outside, and can help make active transportation an approachable option all year round by getting comfortable being outside in winter.

## We Need School Coordinators

We want schools across the province to participate in Jack Frost Challenge. We need your help to bring the event to your school. Your connections and enthusiasm, combined with our resources, materials and support, can make it happen!

We need School Coordinators to promote the challenge and organize events within their school community. Green Action Centre will supply all necessary materials, resources, and supports to help make Jack Frost Challenge a success at your school.

## How to Participate

Register your class or school online at [greenactioncentre.ca/asrts](https://greenactioncentre.ca/asrts). Once you've registered, choose what you want to include in your Jack Frost Challenge. Then get outside and move in winter during the week of February 2-8, 2020!

All schools that register will receive a participation certificate, and have their name entered for a chance to win a prize. There are also prizes for school teams and individuals who complete the kilometre challenge, with the Most Kilometres Classroom (based on an average), and Most Kilometres Kid (under 14). Check out our website or follow us @greenactioncentre for updates!





## Coordinate at Your School

### Step 1: Learn About Jack Frost Challenge for Schools

To get a sense of what Jack Frost Challenge is all about, read our website and FAQs!

### Step 2: Register Your School or Class

If you think your school or class would have fun with the Jack Frost Challenge, sign up!


Register online at [greenactioncentre.ca/asrts/jackfrostchallenge](https://greenactioncentre.ca/asrts/jackfrostchallenge).

### Step 3: Plan Your Event

Plan a Jack Frost Challenge that works for you and your students. Some first steps could include creating an outline of what you want to offer, connecting with your School Division for support, or reaching out to parents for help through your parent council.

When thinking about what to include, consider what your students would enjoy, what interests you, and resources you have. Building snow sculptures and playing games in the snow are great options if you want to stay in the school yard! Or hosting Polar Bear Recess for the week to simply continue letting students play outside even if it's below -27C. Encourage students with free hot chocolate, participation certificates, or fun incentives like gold boots for outstanding efforts! Be creative, and do what is fun for you!

Check out event ideas at [greenactioncentre.ca/asrts/jackfrostchallenge](https://greenactioncentre.ca/asrts/jackfrostchallenge).



### Step 4: Connect with Us!

Reach out to the team at Green Action Centre for support throughout the entire coordination process. Let us know what you're planning and how we can help!

Email [denae@greenactioncentre.ca](mailto:denae@greenactioncentre.ca).

### Step 5: Promote Jack Frost Challenge

Promote Jack Frost Challenge within your community. Use the Event Kit with event materials and resources. Check our materials page for customizable posters, social media graphics, photos, email templates, social media posts, and more!

Schools will have the greatest impact through word-of-mouth, hanging posters, and promoting it through your school network.

### Step 6: Host Your Event

If you are taking on the coordination of a Jack Frost Challenge event, kudos to you!

Try to ensure your event incorporates active transportation, limits waste wherever possible, and serves to inspire sustainable actions beyond Jack Frost Challenge. Contact the team at Green Action Centre for support on event planning, product sourcing, and coordination.

### Step 7: Celebrate!

After Jack Frost Challenge it's time to celebrate! You helped bring sustainable winter fun to your school, and we couldn't have done it without you.



## Other Things you Can Do

### Challenge another School or Class!

The Jack Frost Challenge has a fun competitive edge. So why not have a friendly competition between classes or schools?

If you are coordinating the challenge in your school, challenge another one!

Or create your own fun challenges – like most participants, most teams, or any other creative winter wager.

### Take Photos and Videos

During the Challenge, take photos and videos that will help Green Action Centre promote Jack Frost Challenge and celebrate your winter activities. Share using #JackFrostChallenge!

### Host an event for Winter Walk Day

Get your whole school community involved with a group walk, winter carnival or Polar Bear Recess to celebrate Winter Walk Day on Wednesday, February 5, 2020.

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## Jack Frost Challenge History

The event began in 2012 as a co-event with Actif Epica, a gruelling 130-kilometre winter bike race across the prairies, starting in St. Malo and finishing at The Forks. This partnership forged a connection with the French Manitoban community to determine the 'Bougeons en Hiver' title and the 130-kilometre goal that is still used as a benchmark for the challenge.

The first year saw 223 participants complete 10,372 total kilometres. Over the years, Jack Frost Challenge has had 2,215 participants and logged 86,969 total kilometres of outdoor winter activity.

## Who is Green Action Centre?

Green Action Centre is an environmental non-profit organization based in Winnipeg, serving all of Manitoba. Our mission is to see all Manitobans living green and living well, which we approach through a focus on sustainable transportation and waste reduction. Our program areas include; Workplace Commuter Options, Active and Safe Routes to School, Commuter Challenge & Jack Frost Challenge, Composting, Living Green Living Well, and Environmental Speakers Bureau.

## Contact

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