

# MEDIA RELEASE

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*For immediate release*

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## **Get ready to move: The Silver Chain Challenge returns this June**

Lace up your sneakers and pump up your bike tires: the annual Silver Chain Challenge is back this June 2024! This exciting month-long event invites participants from Lanark County and Renfrew County to demonstrate their commitment to healthy living and active transportation, all while enjoying the scenic beauty of eastern Ontario.

The Silver Chain Challenge is not just a competition; it's a celebration of health, community, and the great outdoors. Participants are encouraged to walk or cycle as often as they can throughout the month of June and capture these moments with a photo. These photos can then be uploaded to the event's official website and attributed to either Lanark or Renfrew. The county with the most submissions by the end of the month will be declared the winner, earning the bragging rights of being the most active and engaged community.

"We would like to encourage residents of all ages to take part in the Challenge, especially families with children. Our community's love for getting outdoors and staying active is incredible. The Challenge focuses on the benefits of being more active outdoors, which can result in improved mental and physical health, as well as supporting our vibrant, healthy communities and our superior trail system in the County," said Renfrew County Warden Peter Emon.

"We hope that the Silver Change Challenge will help our community become more aware of the benefits of active transportation, the Algonquin/Ottawa Valley Recreation Trail and have fun at the same time."

Lanark County Warden Steve Fournier is also looking forward to the friendly competition as his residents embrace the Challenge. "This is a great opportunity to get active with your family and friends and explore our communities. Let's all help Lanark County win!" he said.

Participants are also encouraged to share their adventure snapshots on social media using the hashtags #RenfrewCounty, #LanarkCounty, and #SilverChainChallenge. The challenge is open to everyone - families, friends, solo adventurers, and visitors. Whether you're a seasoned cyclist or just enjoy leisurely strolls, every step, pedal, and photo counts.

Mark your calendars, grab your gear, and get ready to explore the trails, communities, and roadways of Lanark and Renfrew counties. Let's see which county can claim the title of being the most active in 2024!

For more information on how to participate in the Silver Chain Challenge, please visit [www.lanarkcounty.ca/silverchain](http://www.lanarkcounty.ca/silverchain).

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