



The GREAT activation

Frequently Asked Questions

What is *The Great Activation*?

The Great Activation is a new national virtual physical activity event, running from November 9 – 30th, in support of GoodLife Kids Foundation. Event participants will be asked to challenge their fitness routine by setting a goal for the number of activity minutes they would like to complete.

Our Goal is to reach a **total of 804,250 minutes** in support of physical activity programming for youth with intellectual disabilities or autism.

How Much Does it Cost to Participate?

There is no registration fee for the 2021 event – it's FREE to participate!

Do I Have to Fundraise in Order to Participate?

Event participants can decide if they would like to fundraise for GoodLife Kids Foundation. Fundraising is not a required in order to participate.

Funds raised will support [MOVE by GoodLife Kids](#). This virtual physical activity and fitness program for youth with intellectual disabilities or autism is offered free to families across Canada, through donations to GoodLife Kids Foundation.

If you would like to fundraise, tools to support your efforts are provided when you register for the event.

Why are Minutes Being Tracked?

Minutes are inclusive of all abilities and all physical activities. It's up to you to determine how you wish to challenge yourself.

How Many Minutes Do I Have to Complete During the Event?

Each participant can decide how many minutes they want to complete. Some participants will want to track minutes from their regular physical activity routine. Others will want to challenge their fitness routine and complete more minutes of physical activity than they usually would. It's totally up to you!

How are Minutes Being Tracked?

In order to track your activity minutes, you will need to use the Strava app. If you don't have a Strava account, you can download the FREE Strava app from the Apple Store or Google Play.

You will connect your Strava account to your profile when you register for *The Great Activation*.

[Learn more about using Strava for *The Great Activation*.](#)

NOTE: Strava offers both FREE and paid subscriptions for the app. Either option works for *The Great Activation*.

What Kind of Physical or Fitness Activity Can I Do?

Each participant can decide what kind of physical activity they wish to do during the event period. You may choose to do one kind of activity or a variety of activities.

Activities can take place at home, outdoors, at the gym – again it's up to you!

Throughout the event, GoodLife Kids Foundation will provide participants with a number of fun activity options to support participation:

- A selection of virtual specialty activities to sign up for.
- 24/7 access to a virtual Activity Spin Wheel. Spin the wheel to switch up your routine or try a new activity.

Who Do I Contact for More Information?

You have a couple of options if we have not answered your question here:

- 1) Check out the [ABOUT page](#) at greatactivation.com.
- 2) Send us an email at events@goodlifekids.com. Emails are responded to within one business day, Monday to Friday 9am – 5pm EST.

What is GoodLife Kids Foundation?

GoodLife Kids Foundation is a Canadian Registered Charity. Our focus is to foster supportive environments to help kids and youth with intellectual disabilities or autism thrive through physical activity and fitness.

Charitable registration number 89126 2628 RR0001

Learn more [here](#)