



Presented by **H-E-B**



IT'S TIME TEXAS COMMUNITY CHALLENGE

The IT'S TIME TEXAS Community Challenge, Presented by H-E-B, unites and mobilizes community members, schools, businesses, organizations, and mayors to see which communities can demonstrate the greatest commitment to healthy living.

The only statewide competition of its kind, the Community Challenge is designed to provide an easy and fun way for entire communities to mobilize in celebration of healthy living.

CHALLENGE DURATION

January 1–March 31, 2016

HOW IT WORKS

Communities are grouped into categories according to their population size. Using the IT'S TIME TEXAS Community Challenge website (www.ittcommunitychallenge.com), communities can earn points by participating in a variety of activities such as posting healthy selfies, taking healthy pledges, and tracking physical activity. A winning community from each of the following size categories will be identified:

EXTRA SMALL: 1–5,000 Population

SMALL: 5,001–40,000 Population

MID-SIZE: 40,001–100,000 Population

LARGE: 100,001–300,000 Population

METRO: 300,001+ Population



IMPACT

In its fourth year, the Community Challenge has made a huge impact:



2.5 Million Individual Activations



45 Texas Mayors Engaged



550 Texas Communities on Board

www.ITTcommunitychallenge.com

TAKE ACTION

Here are some ways to earn points on your own for your community.



Take a Healthy Selfie:
200 points



Track Your Health
with the Weightloss
Tracker :
50 points



Add your
Activities to the
Activity Tracker:
10 points



Connect Your Map
My Fitness Activity
Tracker:
10 points.

START TODAY

Download the Map My Fitness App and start adding healthy activity to your day-to-day. You'll be ready to connect it to your profile when the Challenge launches on January 1st. Every time you use it, you'll earn **10 points** for your community.

WHAT'S NEW THIS YEAR

This year, communities that meet or exceed a challenging, yet realistic number of points and submit a certain number of actions in each Challenge section (individual, school, business, organization, and faith-based) will be officially recognized as part of the Challenge awards ceremony. Step up to show your community has what it takes!

Points Required for Recognition

METRO	LARGE	MEDIUM	SMALL	X-SMALL
150,000 pts.	90,000 pts.	80,000 pts.	70,000 pts.	30,000 pts.

LEARN MORE

Visit www.ittcommunitychallenge.com to sign up to be the first to know all of the details about the 2016 IT'S TIME TEXAS Community Challenge.