**Email 1 – Subject Line: The STEPtember Walking Challenge is here!**

**Suggested distribution dates: 8/23-8/27**



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| Hello [insert agency] employees,  Are you ready to get back into the groove? Then break out your walking shoes because [insert agency] is joining WorkWell NYC for[**STEPtember 2021 *Move To Your Groove* Walking Challenge**](http://www.nyc.gov/steptember) – a month-long step challenge exclusively for City employees.  The past year has been so challenging for many of us, and we are all adapting to our new normal. STEPtember provides a place we can come together safely and support and motivate each other in keeping up our mental and physical health. Plus, this year’s theme is all about music! Dance, strut and step into action by joining thousands over city employees looking to take home the win! **The challenge begins on September 20th –** are you ready to move it?Visit [**nyc.gov/steptember**](http://www.nyc.gov/steptember) to learn more and register today! |
| **There are two ways to participate:**   |  |  |  | | --- | --- | --- | |  |  | **On a team**: represent [insert agency] on a team with 10-15 of your co-workers and compete against other teams for the highest average daily step count. | |  |  | **Individually:** Participate on your own and challenge yourself to hit 8,000 steps a day, every day. Step it up to 10,000 steps or even 12,000+ steps per day! |  |  | | --- | |  |   *If you have any physical limitations and would like to participate in the challenge, please email* [***workwell@olr.nyc.gov***](mailto:workwell@olr.nyc?subject=STEPtember) *to learn how to sign up.* |
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| [**nyc**](http://nyc.gov/steptember)**.gov/steptember |** [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov) **|** [**@workwellnyc**](http://instagram.com/workwellnyc) |

**Email 2 – Subject Line: Don’t forget to Sign Up for STEPtember**

**Suggested distribution dates: 8/30-9/3**

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| Have you heard? [insert agency] is participating in **STEPtember *Move To Your Groove* Challenge** – a month-long step challenge exclusively for City employees. This year it’s all about movement through music, so lace up your sneakers and get ready to get into the groove!  **There are two ways to participate*:***   * **On a team:** Join a [insert agency] team and help us step our way to victory! * **Individually:** Would you rather march to beat of your own drum? Participate in the individual challenge and strive to hit 8,000, 10,000 or 12,000+ steps a day!   Teams are open to all employees regardless of division or worksite, so it’s a great way to connect with colleagues, regardless of current work location. The challenge is about to begin -have you registered yet?     |  |  | | --- | --- | |  | **Dates to Know**  **Registration closes:** Wednesday, September 15th  **Challenge begins:** Monday, September 20th  **Challenge ends:** Tuesday, October 19th |   Don’t miss out! Visit [**nyc.gov/steptember**](http://nyc.gov/steptember) for more information.  *If you have any physical limitations and would like to participate in the challenge, please email* [***workwell@olr.nyc.gov***](mailto:workwell@olr.nyc?subject=STEPtember) *to learn how to sign up.* |
| [**nyc.gov/steptember**](http://nyc.gov/steptember) **|** [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov) **|** [**@workwellnyc**](http://instagram.com/workwellnyc) |

**Email 3 – Subject Line: Last Chance to Sign Up for STEPtember!**

**Suggested distribution dates: 9/6-9/10**

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| The **STEPtember *Move To Your Groove*** **Walking Challenge** begins in [insert # of days] days! Help [agency] take home the win!  Get active this fall from wherever you are - join thousands of City employees for a month-long step challenge. Join us as we walk, run, and dance our way across NYC!  Registration closes on **Wednesday, September 15th**. Don’t miss your chance to participate!  **What to expect during the challenge:**   * *Themed playlists* * *Dance fitness classes* * *In-person guided walks* * *Daily stepping suggestions and more*   You can participate on a team *and* individually! Teams are open to all employees regardless of division or worksite, so it’s a great way to connect with colleagues, regardless of current work location.  **The challenge begins on September 20th –** have you registered yet?     |  |  | | --- | --- | |  |  | |  | **Get the Lowdown**  Visit [**nyc.gov/steptember**](http://nyc.gov/steptember) for challenge rules, how to win, FAQs, and more! |   *If you have any physical limitations and would like to participate in the challenge, please email* [***workwell@olr.nyc.gov***](mailto:workwell@olr.nyc?subject=STEPtember) *to learn how to sign up.* |

[**nyc.gov/steptember**](http://nyc.gov/steptember) **|** [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov) **|** [**@workwellnyc**](http://instagram.com/workwellnyc)