



News For Immediate Release

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WellPower Movement Fall Activity Challenge Begins Oct. 11

Free Program Provides Motivation for Physical, Mental Wellness Activities

OMAHA, Neb. (September 22, 2021) – All Nebraskans are invited to participate in a fall web-based challenge that offers virtual badges and actual prizes for achieving and logging healthy activities, both physical and mental.

The WellPower Movement Fall Activity Challenge, which begins October 11, is the final component of 2021 for the WellPower Movement, a year-round activity-tracking website hosted by The Wellbeing Partners and the Nebraska Sports Council.

The program encourages individuals to increase their daily physical activity with the opportunity to earn prizes for themselves and recognition for their company or organization. To take the challenge, participants log physical and mental activity on a personal dashboard they establish for free at WellPowerMovement.com.

The main goal of the WellPower Movement Fall Activity Challenge is to log at least 70 miles in a 5-week period between October 11 and November 14. Activity miles can be achieved by walking, running, biking and/or converting other physical and mental health activities. Participants who log miles will be eligible for weekly random drawing prizes and those who accomplish 70 miles (average 2 miles a day) by November 14 will earn the Fall70 badge and are automatically entered into a drawing for a \$250 Scheels gift card along with other random drawing prizes.

It has been proven that recording or logging activity helps people achieve their goals. It is also well-known that those participating with a partner or a group of people are more likely to establish and sustain healthy habits. By providing both—a reliable logging mechanism and group opportunities—the WellPower Movement is a proven way to establish and maintain a healthier lifestyle.

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The WellPower Movement is a collaboration between [The Wellbeing Partners](#) and the [Nebraska Sports Council](#), Nebraska-based 501(c)(3) organizations with a combined 60+ years of experience in providing wellness programming. Sponsors of the WellPower Movement include Mutual of Omaha, CHI Health, the Nebraska Medical Association, City of Omaha Parks & Recreation, Black Hills Energy, Aquafina, Medica, the Nebraska Chiropractic Physicians Association, CiShirts, Liberty First Credit Union, Farmers Mutual of Nebraska and Unanimous.