**GCWCC 2025 – Walk, Run, Roll | Key Messages**  
  
The following key messages are designed to support federal organizations and teams in promoting their local participation in the [2025 Walk Run Roll challenge](https://secure.e2rm.com/p2p/event/393137/en-CA). These messages can be used in emails, presentations, social media posts, or event materials to help raise awareness, inspire participation, and emphasize the impact of collective action.

#### **1. Lead by Example (For Executives and Senior Leaders)**

Your leadership matters. When you participate in the Walk Run Roll 5-kilometre challenge and encourage your teams to do the same, you help create a culture of giving, connection, and community within your workplace. Be the reason your teams get moving—for a good cause.

#### **2. Move with Purpose**

Walk Run or Roll—every move you make helps build stronger, healthier communities. Join colleagues from across the country to support the GCWCC and the essential work of both [HealthPartners](https://healthpartners.ca/our-impact/) and [United Way Centraide](https://www.unitedway.ca/our-impact/).

#### **3. Support Through Action**

Walk Run Roll isn’t just about physical activity—it’s about showing up for your community. Your participation in this 5-kilometre challenge helps raise awareness and supports the work of the Named Recipients, HealthPartners and United Way Centraide.

#### **4. Inclusive and Accessible for All**

Everyone can participate—anytime, anywhere. Walk Run Roll is designed to be inclusive, adaptable, and fun for all levels of mobility and fitness. Every movement counts.

#### **5. Stronger Together, One Effort at a Time**

This is more than just a wellness event. Together we can move for what matters to support our communities. Let’s show Canada what solidarity looks like!

#### **6. Share the Momentum**

Proudly represent your federal organization, share your photos and stories, and use the hashtag **#GCWCCCommunities** to inspire others to join in. Together, we’re making every movement count.