## **Walk Run Roll 2025 – Ambassador ‘Water Cooler’ Script**

A “water cooler” script refers to a casual conversation you may have with a colleague in an informal setting. Please adapt accordingly to suit your needs.

**Tone:** Casual and friendly   
**Goal:** Spark interest, invite participation, reinforce flexibility and impact

**A. “Hey! Have you heard about the Walk Run Roll Challenge?”**  
 [Wait for a response and answer accordingly.]

It’s a GCWCC event where we get moving—walking, running, or rolling—any time between **October 6 and 19**.

It’s super casual—some people participate in this 5-kilometre challenge during their lunch break; others go out with a friend or their kids. You just choose whatever works for you.

**B. “Why are we doing it?”**

It’s part of our workplace charitable campaign.  
  
The idea is: every movement we make supports the people in our communities who are experiencing food insecurity, chronic illness, or housing challenges.  
   
It’s a small action, but it sends a strong message—and it’s kind of neat to see everyone getting involved in their own way. It’s also a fun way to raise money through the GCWCC.

**C. “How can you join?”**

It’s simple—you register directly on the Walk Run Roll fundraising page. From there, you can create your own personalized fundraising page and be part of the national movement. I can share the link with you!

Once you’re registered, you just need to:

* Pick a time during the week.
* Go for a walk, roll, or run.
* If you’d like, share a photo or post with **#GCWCCCommunities**.

We’re also encouraging everyone on our team to participate to make a difference.

**Optional add-ons to personalize:**

* *“We’re planning a group walk on [insert date/time]. Want to join us?”*
* *“We might put together a photo board after—would you like to be in it?”*
* *“Let me know once you’ve registered—I’d love to count you* *in!”*