# **General People Power Challenge Introductory E-Blast**

Dear **[INSERT ORGANIZATION NAME]** Staff,

**[INSERT ORGANIZATION NAME]** is taking part in the 2022 People Power Challenge! We are participating with neighbouring organizations around the GTA to show that we are a true leader in sustainability. This year’s Challenge runs from August 8 until October 28 and will focus on two main themes: ***Social Impact and Climate Action***

**You can earn prizes for participation! Here are three easy things you can do to earn points:**

1. **Sign up for the People Power Challenge Newsletter**

This bi-weekly newsletter will provide you updates on the challenge, upcoming events, links and resources, quizzes, plus prizes! You will earn 50 points for our team by subscribing.  
**Link:** https://mailchi.mp/partnersinprojectgreen.com/people-power-challenge

1. **Participate in our kick-off event** **[in person or virtual and PPG can join/host]**

Join us for an overview of this year’s People Power Challenge and get answers for any questions you may have. This session will take place on **[insert date and time of session]**. To register for this session, please visit: **[add link to register]**.

1. **Complete different activities to secure points!**

Every action you complete from this year’s list of activities will help you live a more sustainable life and earn points. You can view the list of actions and the proof required [here](https://partnersinprojectgreen.com/people-power-challenge-2022-activities/). Submit your entries by **[ insert how you are asking employees to submit submissions to the organization Champion].**

To learn more about the People Power Challenge, please visit the People Power Challenge [webpage](https://partnersinprojectgreen.com/people-power-challenge-2022/).

If you have any questions, please contact [**INSERT NAME AND CONTACT EMAIL OF ORGANIZATION REP/CHAMPION]**.

Thanks,

**[INSERT NAME AND CONTACT EMAIL OF CHAMPION]**