

VOTE ELLIS WOODS PARK AS YOUR FAVORITE PARK!

And help East Coventry win money for improvements to Ellis Woods Park from the Pottstown Area Health & Wellness Foundation

As one of the municipalities in the Pottstown Area Health and Wellness Foundation (PAHW) service region, East Coventry has entered their **Vote for Your Favorite Park** contest. Each time you visit **Ellis Woods Park July 1st through 31st** and scan the posted QR code with your smart phone, the park will receive 10 points. The park with the highest score will be awarded a \$10,000 grant from the PAHW to be used for recreational improvements in their park.

Voting runs July 1st through 31st. You can vote once per day all month long. Don't have a smart phone, you can vote using the "Mission Healthy Living: page on Facebook (votes are worth 2 votes).

East Coventry Parks, Recreational and Conservation Committee is working to improve Ellis Woods Park so that our residents can enjoy the beauty of its natural landscape and wildlife along the trail and recreational activities for the whole family.

Come out with your family to enjoy the children's play area, hike, jog around the track or play basketball or pickle ball on our new ½ court! And, remember, each time you do, bring your smart phone!



ON YOUR
PARK,
GET SET,
GO!™

July 1–31, 2014

On Your Park, Get Set, Go!™

This summer we want to continue building a healthy community. And at the same time, we want to inspire people to get back to our many area parks.

Here's what we propose:

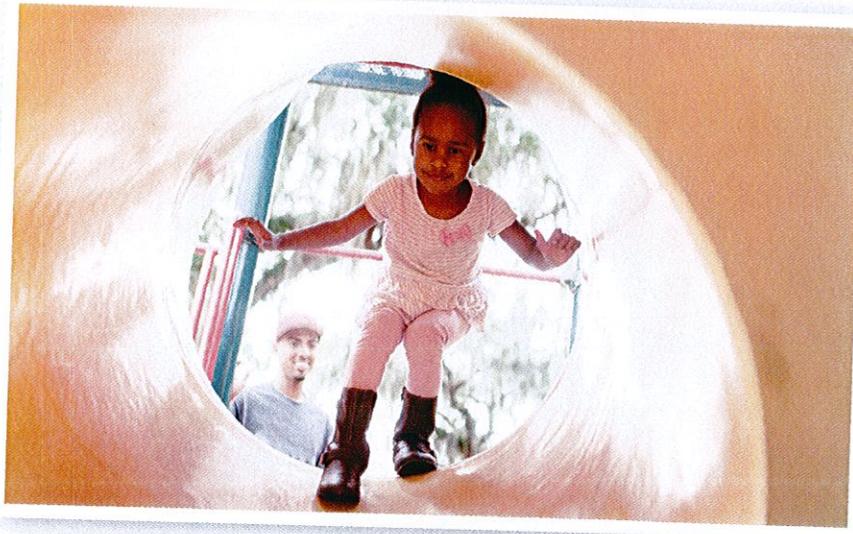
After a tough winter, being active outdoors has never been more rewarding! We're introducing our first annual campaign to support area parks. When people in our community "get active" on behalf of their favorite local park, it could mean helping their park win money for improvements.

Inspired by what Coca Cola has done on a national stage, we want to capture that excitement here in our own community. When people come to your park, they can vote for it to be named one of the winners.

The overall winner and top vote-getter will receive a \$10,000 recreation grant. Our first runner-up will receive \$7,500. Our second runner-up will receive \$5,000. The rest of the participating parks will be entered into a lottery resulting in an additional winner of \$2,500.

The contest will run from July 1 through July 31, 2014.

Participating parks will receive materials to aid with promotion and voting.



Sponsored by the Pottstown Area Health & Wellness Foundation

The Pottstown Area Health & Wellness Foundation is a community non-profit organization whose mission is to enhance the health and wellness of area residents every day by providing education, funding, and programs that motivate people to adopt healthy lifestyles.

The Foundation awards grants to area non-profit organizations that use their resources and services to develop and enhance programs that support our purpose of promoting health and wellness. By doing so, we are creating a more dynamic and more vibrant community in which to live now... and into the future.

On Your Park, Get Set, Go!™

Here's how voting works:

The more people move, the more votes they can earn for their favorite park.

There are a couple ways for people to vote for your park:

QR Codes

Visitors will be able to scan a customized QR code at a nominated park to register their vote. They can and should come back each day during the voting period to vote again. One scan will be registered per device/day. Each scan will equal 10 votes.

- Once a QR code is scanned, individuals will be taken to a thank you page, where participants will be encouraged to post pictures or comments. Individuals who decide to post a photo can get an additional 5 votes added to their daily total.
- QR codes will be integrated into weather-proof signage provided in each park's toolkit. Each park will receive two signs for use during the month of July. The signs will be unique and individually produced for each park. **The QR codes should be posted in areas where they will generate maximum exposure to individuals, but with limited exposure to elements.**
- A word on bonus votes: Individuals can earn bonus votes by visiting nominated parks on Saturdays throughout the month (July 5, 12, 19, 26) and scanning QR codes.
- Each park will receive two QR code signs in June.

Facebook

Individuals can log onto Facebook from any of their devices and vote for their favorite park. They can and should do so each day during the voting period. One vote will be registered per device/day. Each vote would equal 2 votes.

- People can vote on Facebook by going to Mission Healthy Living's page. Voting will be conducted from a page where visitors can click to vote from a listing of eligible parks.
- Votes from QR codes and Facebook will be tabulated in real time, meaning anyone can see where their favorite park stands.

Email

Individuals can email a "selfie" photo taken at the park, along with the name of the park, to: OnYourPark@gmail.com. One vote would be registered per email address. Each vote would equal 10 votes. This method is to enable people without smartphones to vote. We considered texting as an alternative, but it is more difficult to monitor the legitimacy of where votes came from.

When it comes to QR codes, there are many free options for iPhone, Android and Windows smartphones. For those who don't have a QR code reader app already installed, here's where to start:

1. Download and install the app.

While there are hundreds of options, here are two free options available for most smartphones:

QR Code Reader

[iPhone¹](#)

[Android²](#)

Microsoft Tag

[iPhone³](#)

[Android⁴](#)

[Windows⁵](#)

2. Run the app and scan the QR code.

Your screen will switch to a camera display. Point your camera at the QR code. Hold your camera steady so that the QR code comes into focus.

3. (For voters) See the thank you page and get another opportunity to vote.

The QR code will take people to a "thank you for voting" page. This means that once you scan the QR code, your vote has been cast.

While individuals can scan the QR code only once/day, they can earn an additional 5 votes per day by taking and posting a photo of the park.

¹ <https://itunes.apple.com/us/app/qr-reader-for-iphonelid368494609?mt=8>

² <https://play.google.com/store/apps/details?id=uk.tapmedia.qrreader>

³ <https://itunes.apple.com/us/app/microsoft-tag/id298856272?mt=8>

⁴ <https://play.google.com/store/apps/details?id=com.microsoft.tag.app.reader>

⁵ <http://www.windowsphone.com/en-us/store/app/qr-code-reader/e21dee2d-9c1c-4f25-916f-c93d25da8768>

On Your Park, Get Set, Go!™

As we promote the contest, which will run from July 1 through July 31, 2014, you'll want to get involved by giving people a reason to be outdoors and specifically at your park to vote!

Throughout the month of July, encourage people to visit your nominated park and vote using your customized QR code. While they can also vote on Facebook, voting in person will increase the value of the vote. QR code votes made on Saturdays during the month will count as double the votes. That means a normal QR code scan would equal 10 votes, but one made on Saturdays would equal 20!

That's the motivation to get families out to your park as often as possible. Here are a few ideas for creating your own events:

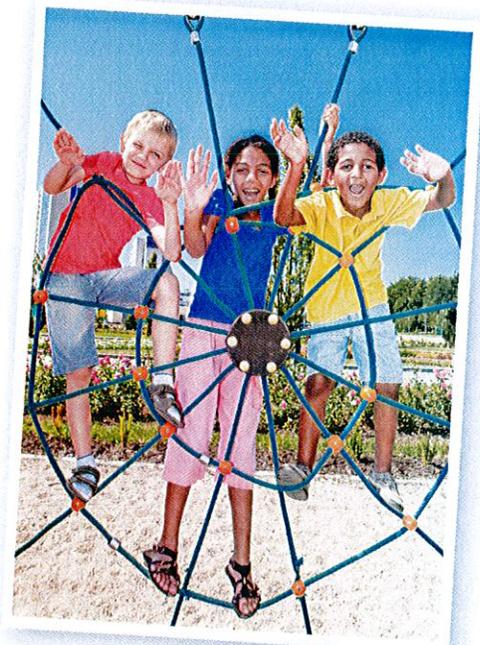
- Host a potluck family picnic or party for the surrounding neighborhood in order to draw people in and strengthen social ties.
- Set up a station of healthy, cool beverages—from water to smoothies. It's highly likely that some of the hottest days of the year will happen during July, so offer individuals a refreshing reason to be outdoors.
- Host a bench-painting or chalk-drawing event for kids. Either can provide people a creative and hands-on way to get involved in the community.
- Offer a nature hike or a bird watching exercise meant to get people more familiar with your park.
- Depending on the size of your park, host performances (which could be a small jazz ensemble), summer storytelling for children or a puppet show.
- Review your already-planned July events and incorporate our contest as part of the mix.
- If you know your community well, think about how to reach a particular segment and host an event that you know would appeal to them.

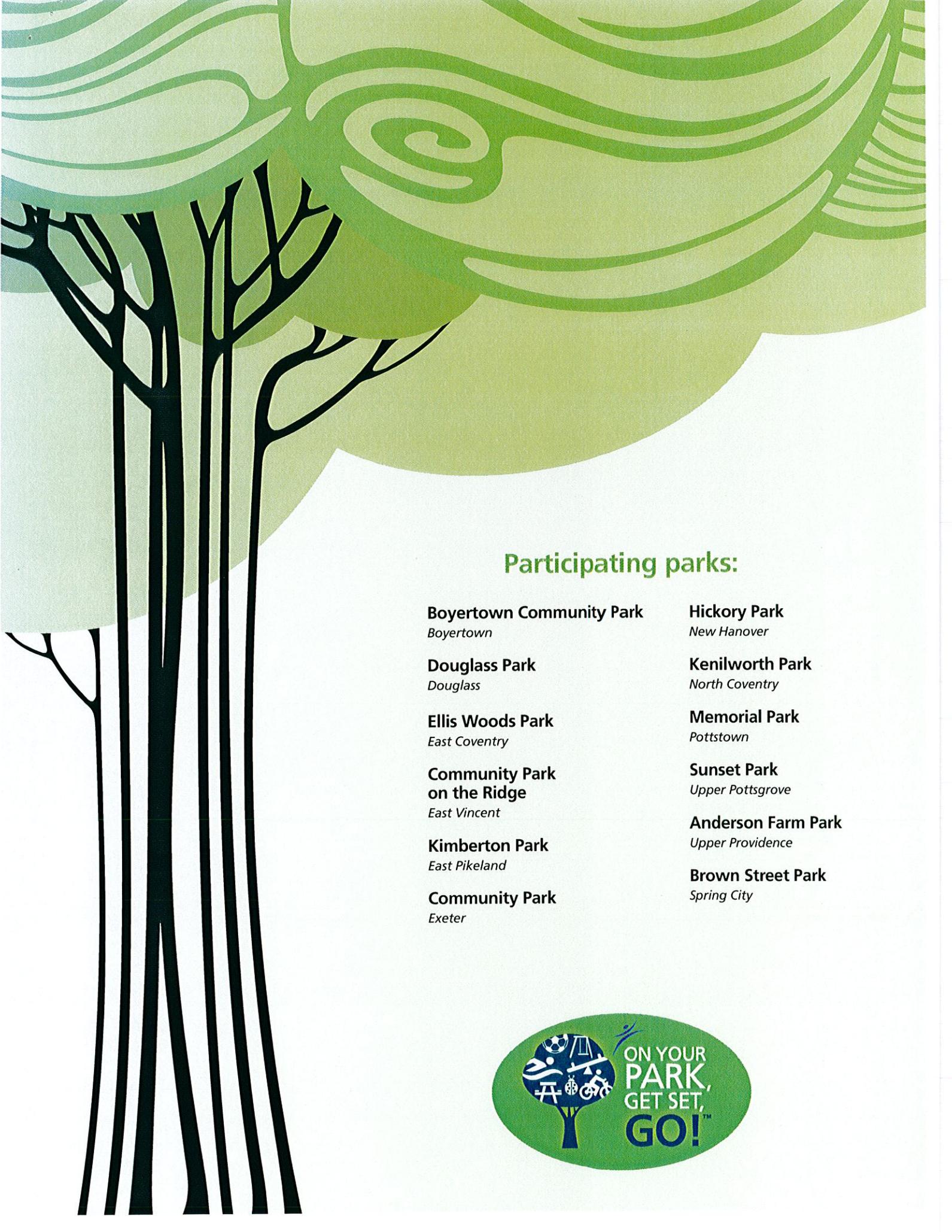
If you have an idea for an event and would like to get additional advice, please email or call Jennifer Brough at jbrough@theandersongrp.com or 610-678-1506.

How to promote your event:

- Submit event details to the *Mercury* through their event calendar: <http://www.pottsmc.com/FitforLife>.
- Send event details to Jennifer Brough at jbrough@theandersongrp.com as they become available. She will be talking with the *Mercury* about coverage of this contest with their FitForLife team.
- Share your event on [Mission Healthy Living's Facebook page](#).
- Use your social media channels to promote event activities.
- Post your event on your municipality's website.
- Create a flyer and share event details with area businesses, as well as with those who support your park. Or, use the flyer you may already produce for residents to announce event details.

No matter how you choose to share, you'll need to tell people why they should attend, along with basic information (date, time, activity). Make it easy for people to support your park!





Participating parks:

Boyertown Community Park

Boyertown

Douglass Park

Douglass

Ellis Woods Park

East Coventry

**Community Park
on the Ridge**

East Vincent

Kimberton Park

East Pikeland

Community Park

Exeter

Hickory Park

New Hanover

Kenilworth Park

North Coventry

Memorial Park

Pottstown

Sunset Park

Upper Pottsgrove

Anderson Farm Park

Upper Providence

Brown Street Park

Spring City

