



FOR IMMEDIATE RELEASE

January 21, 2026

City of Waconia Launches “Waconia +30” Fitness Challenge

Waconia, MN – The City of Waconia is thrilled to introduce the Waconia +30 Fitness Challenge, a new community-wide effort designed to inspire residents to add 30 minutes a day to their normal fitness routine during the month of April—or, if they are not already involved with a fitness routine, to start with just 30 minutes of activity each day.

“This is a great way to get up and go to improve your fitness this spring,” said Mayor Tim Litfin. “By committing to just 30 minutes a day, our community can make meaningful strides toward better health together.”

Throughout the month of April, residents will be encouraged to walk, run, bike, stretch, strength train, garden, or participate in other forms of movement that fit their lifestyle and abilities. The initiative emphasizes accessibility and inclusivity, making it easy for people of all ages and fitness levels to get involved.

Numerous partners have come together to bring this to life, including:

- City of Waconia
- Local fitness centers and businesses
- Gather & Grow Food Shelf
- Waconia Schools
- Safari Island Community Center
- Waconia Community Education
- Lola’s - Lake Waconia Half Marathon / 10 Mile / 5K / Relay / Kids
- Waconia Chamber of Commerce
- Waconia Living Magazine
- Area health care providers
- other community organizations, clubs, and businesses hosting group walks, runs, and wellness events

Participants are also encouraged to register for Lola’s Lake Waconia 5K, 10M, Half Marathon and Relay taking place on May 2 as a way to celebrate your fitness!

Participants will be invited to track their minutes, share their progress on social media using a designated hashtag (#plus30), and join special April +30 events scheduled throughout the month.

“Schools play a critical role in building lifelong healthy habits. Through daily recess, a strong health and physical education curriculum, and nutritious meal options provided by our Nutrition Services team, we work to support the whole child physically, socially, and academically.” said Brian Gersich, Superintendent of Schools. “

“The April +30 Fitness initiative is about small, sustainable steps that add up,” Angie Cruzen from Gather & Grow “If you can give yourself 30 minutes a day, you can change how you feel this spring. Plus corporate partners can also become involved in the program, contact me at the link below”.

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FAQ's

For more information about the Waconia +30 Fitness Initiative, please see the following:

Q: Where can I get more info?

A: Click [here](#) or scan the QR code at right.

Q: Do I need to register for the +30 Challenge?

A: No, registration is not required.

Q: If I plan to run the Lake Waconia Half Marathon on May 2, do I need to register?

A: Yes, you can register for the race [here](#).

Q: Is running the Lake Waconia Half Marathon on May 2 required for the +30 Challenge?

A: No, you do not have to run in the race on May 2 to participate in the +30 Challenge throughout the month, it is optional.

Q: Is there an age requirement to participate?

A: All ages can participate!

Q: How do I become a sponsor of the +30 Challenge?

A: If you are interested in becoming a sponsor, please contact Angie Cruzen at Gather & Grow at this [email](#).

For any other questions, please send a message [here](#).

