LET'S MOVE! 2020 CAMPAIGN OUTCOMES REPORT



Total Minutes Logged: 3,532,373

Total Teams registered: 381

Total Participants registered: 1,337

Top 5 Teams:
#1 The City of Delray Beach – **1,077,856**
#2 The City of Boynton Beach – **975,584**
#3 The Village of Wellington – **425,000**
#4 The School District of Palm Beach County – **313,127**
#5 The City of West Palm Beach – **213,753**

Top 5 Sub-Teams:
#1 Boynton Beach Residents – **816,892**
#2 Delray Beach Tennis Center – **599,950**
#3 Village Academy – **291,461**
#4 For the Children, Inc. – **197,840**
#5 TVillage of Wellington Employees – **130,682**

- Total Events Planned: **28**
- Total Events Executed pre-COVID-19 pandemic: **10**
- Virtual Events hosted to keep community moving while social distancing:
  - **Virtual Dance Fiestas with Digital Vibez, Inc.** on March 27th, April 10th and April 17th -- these events are ongoing until May 2020
  - **Free Virtual Fitness Classes** with Rosa Fitness, LLC in Boynton Beach and Angela T. Williams with Say What! Enterprises in Delray Beach -- classes are offered weekly on Facebook Live and teachers are wearing *Let's Move* t-shirts
- Total *Let's Move* Press Pick-Ups: **17**
- **2,000** *Let's Move* t-shirts distributed to the community
- Digital advertising on Facebook reached **9,364** people and received **10,356** video views
- During the campaign month, Palm Health Foundation's Facebook page reached **19,623** people
- Palm Health Foundation received in-kind radio advertising for the challenge on ESPN WPB radio stations
- Resulting from the campaign, Palm Health Foundation's e-blast contact list increased by **891**

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