

Question:

You are a helper at a communication centre. Every December, the centre organises a Health Run in which participants run for 5 km near the centre. The event is open to everyone who is over 13 years old and used to be very popular. However, participants have decreased by half in the past three years.

Write an email to the community centre's manager.

- **Discuss why participation in the Health Run has decreased.**
- **Suggest what change(s) can be made to the event and its promotional efforts to increase participation.**

By 5B Gurung Jasmin

Subject: Suggestions to Boost Participation in the Annual Health Run

Dear Community Centre Manager,

I am writing to address the noticeable decline in participation in our annual 5 km Health Run held every December, and to propose some improvements to the event and its promotional strategies that could help reverse this trend.

Firstly, there are several factors likely contributing to the decreased turnout. One key reason is the increasing competition from other fitness-related activities, such as charity runs and online workout programs, which offer more variety and flexibility. Many potential participants may find these alternatives more appealing than our traditional 5 km run. Additionally, the current event lacks incentives; without prizes or formal recognition, participants might feel less motivated to join or complete the race. Moreover, the event could be perceived as less inclusive or fun, especially for elderly residents or teenagers who may find a 5 km run too challenging or monotonous. The busy schedules of community members also make it difficult for them to commit to events that do not offer compelling reasons to participate.

To address these issues, I suggest several enhancements to both the event format and its promotion. Introducing diverse race categories, such as a family run or a pet-friendly run, would make the event more inclusive and enjoyable for a wider audience. Offering tangible rewards, such as certificates, vouchers, or trophies, could provide participants with a sense of achievement and encourage repeat attendance. Promoting the event more aggressively through multiple channels is also essential. We could place eye-catching posters in community halls, schools, housing estates, and shopping malls. Creating an engaging online presence via social media platforms, including an event page, would help generate interest and facilitate easy registration. Collaborating with local schools to encourage participation through physical education classes or team competitions could further boost numbers and foster community spirit. Additionally, sending timely reminders through email or SMS before the event would help keep participants motivated and informed.

By implementing these changes, I believe we can significantly increase participation in the Health Run and continue to promote a healthy and active lifestyle within our community. Thank you for considering these suggestions. I look forward to seeing the event regain its popularity.

Sincerely,
Chris Wong
Helper at the Communication Centre