

Question:

You are a helper at a communication center. Every December, the center organizes 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 Kevin

Subject: Suggestions to Boost Participation in the Annual Health Run

Dear Community Centre Manager,

I am writing to address the concerning decline in participation for our annual Health Run, scheduled for this December. Over the past three years, the number of participants has halved, and after careful observation and feedback analysis, I have identified key factors contributing to this trend, along with potential strategies to reinvigorate interest in the event.

Firstly, the event's format—a 5 km run—has remained static for many years. While it traditionally appealed to a broad audience, it may no longer resonate with the diverse interests and fitness levels within our community. Many potential participants, including families and casual exercisers, might find the distance intimidating or less engaging. Additionally, our current promotional efforts rely heavily on in-centre posters and word-of-mouth, which limits our reach. In today's digital age, failing to leverage social media platforms, community apps, and local online forums means we are missing opportunities to engage a wider and younger demographic.

To address these issues and boost participation, I propose introducing multiple race categories alongside the traditional 5 km run. For example, a 2 km Fun Run/Walk and a 200-meter "Kids' Dash" for children under 13 would make the event more inclusive and appealing to participants of all ages and fitness levels. Incorporating family-friendly activities would also foster a more vibrant community atmosphere.

Enhancing the event experience with small incentives such as custom finisher wristbands, a photo booth, and refreshments after the race would add value and create a memorable occasion that participants look forward to each year.

Regarding promotion, I suggest creating a dedicated event webpage and launching a targeted social media campaign featuring a unique hashtag (e.g., #CommunityCentreHealthRun). Sharing engaging content, such as training tips and behind-the-scenes glimpses of event preparations, could generate excitement and sustained interest. Additionally, offering an early-bird discounted registration fee could encourage prompt sign-ups and build momentum well before the event date.

I am confident that by refreshing the event format and adopting a modernized promotional approach, we can restore the Health Run's popularity and re-establish it as a cherished community tradition. I would be delighted to discuss these ideas further and assist in organizing a team to implement them effectively.

Thank you for your time and consideration.

Sincerely,
Chris Wong
Helper,
Communication Centre