

# CALLING ALL RUNNERS, WALKERS, ATHLETES & SLOW POKES!

START

It's back! The fourth annual Journey 5km by WinField® United virtual walk/run event is returning for 2024! Agriculture is a stressful business; Journey 5km connects teams across the country to build community, raise awareness and support for The Do More Agriculture Foundation, and come together as an industry to speak up about mental health in ag.

Agriculture is a demanding field, and WinField United Canada recognizes the importance of addressing mental health challenges within the industry. Journey 5km aims to connect people and teams nationwide, encouraging proactive approaches to health and wellness, and supporting The Do More Agriculture Foundation's mission to empower individuals in the agriculture sector to prioritize their mental wellbeing.

This virtual walk/run/wheel challenge event, slated to take place between April 22-28, 2024, provides a platform for open discussions about mental health while promoting physical activity and fostering community engagement.

Join WinField United Canada and The Do More Agriculture Foundation in the Journey 5km challenge, and let's continue to make a positive impact on mental health in agriculture!

## JOURNEY 5km By WINFIELD UNITED

Over the past three years of this event, we have come together to raise over **forty-seven thousand dollars** in support of The Do More Agriculture Foundation!

Watch this [video](#) to learn more about Journey 5km

### FAST FACTS:

- Who can participate:** Anyone wanting to raise awareness for mental health in agriculture
- What:** Virtual 5km walk/run/wheel fundraising event
- When:** Journey 5km event - April 22-28, 2024 (Journey 5km Warm Up - March 26 - April 21, 2024)
- Where:** Anywhere you are!
- How to learn more:** Visit the event page [www.journey5km.ca](http://www.journey5km.ca)

*Mental health is essential for everyone, regardless of the industry they work in. However, it is especially crucial in agriculture, because as a community we do so much for others, it's vital to remember that YOU are important too. By prioritizing our mental health, we can continue to thrive together for years to come.*

*-Journey 5km Participant*

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# JOURNEY 5km

By WINFIELD UNITED

The **Do More Agriculture Foundation** is the national voice and leader for mental health in Canadian agriculture and is changing the culture of agriculture to one where all are encouraged, supported, and empowered to take care of their mental wellbeing. Producers are among the most vulnerable when it comes to mental health issues. Recognizing the unique challenges faced by those in the industry, the foundation provides crucial support through initiatives like AgTalk, a safe and anonymous space for individuals aged 16 and above to connect and seek support.

## WHAT WE NEED YOU TO DO

1. **Starting March 26, register yourself and your family members on the event page [www.journey5km.ca](http://www.journey5km.ca)!**

Early bird gets the worm – New for 2024, register for Journey 5km and receive exclusive access to a health and wellness app\*. Register early to compete in mini-challenges and win prizes before Journey 5km starts. Use the app to challenge other teams and stay connected with your friends while you complete your Journey 5km.

2. Lead by example – exercise is great for your own mental health!
3. **Get social!** Share your training journey and race-day photos and videos in the event app, or on Instagram and Facebook using #WinFieldJourneyForAg and tagging @WinfieldUnitedCanada.

4. Encourage your team, friends and family to participate and cheer them on!

There are some great tools available for you to use to rally people to join in supporting the cause, check them out in the rally tools section of the event page.

5. Throw down a time challenge for someone! Your sibling, your spouse, your neighbour, your boss... it could be anyone - side bets with hilarious consequences are encouraged!

## OPTIONAL EXTRA AWESOMENESS

1. Journey 5km Warm Up - Starting March 26 and running until April 21, WinField United is offering mini-challenges and the opportunity to win prizes through the event app before Journey 5km starts.
2. National mental health workshop - To kick off the Journey 5km preparation, WinField United Canada and The Do More Agriculture Foundation will host a Mental Health Webinar at **10 am MST on March 26, 2024**. This webinar aims to provide valuable insights and resources on mental health in agriculture, preparing participants for the upcoming challenge. Visit the event page ([www.journey5km.ca](http://www.journey5km.ca)) to register for this webinar.
3. Event Prizes - Check out the event prize categories on the Journey 5km event page and pick which ones you'd like to try to win.

### Registration opens March 26!

Following your registration, use the link in the confirmation email to download your exclusive event app access and watch for notifications, or stay tuned to our event page and Instagram account (@WinfieldUnitedCanada) for more event updates and join in. If you have any specific questions, please reach out to us.

**LET'S DO THIS! SEE YOU AT THE FINISH LINE!**

\*Subscriptions limited to the first 1,000 participants.