**\*\* NOTE – please adjust the letter below to properly represent your Division, clinic, etc. and delete this text \*\***

Dear Principal XXX,

I hope you are well and keeping safe. I am contacting you on behalf of [Doctors of BC](https://www.doctorsofbc.ca/), the association that represents physicians in BC. Each October we hold a children’s health campaign in which doctors visit schools in their local community, and challenge kids aged 5 – 11 to *Be Active Every Day*for at least 60 minutes. There is a doctor in your community who is keen to take part in this initiative and wants to volunteer their time. I am writing to ask your school – or a grade, or a class – to participate. It’s a fun and upbeat experience for the kids and at the same time teaches them a thing or two about the health benefits of being active from a medical perspective.

Taking place October 5 – 30, the campaign is fully funded by Doctors of BC and we provide all the materials to make it a success for the kids, teachers, and doctors – at no cost to your school. The time commitment is about 30 – 60 minutes at the beginning for the doctor to chat with the kids and challenge them to be active every day, and then about 20 – 40 minutes upon completion of the challenge to hand out certificates and congratulate the kids on doing so well. Doctors of BC understands that COVID-19 has altered how we all live our lives and have reworked the campaign with safety in mind. With a delayed school start and so many changes, we’re happy to accommodate a schedule that works for your school and the doctors. Doctors may be able to visit in person if COVID-19 physical distancing and group size regulations can be upheld. This year, doctors can also pay a virtual visit to their participating group via Zoom, if an in-person visit is not practical.

Please visit [be-active.ca](https://be-active.ca) for more information, including details on a prize draw each child will be entered into, informative videos, and details about our collaborative partners. I’m hoping you see the value in our program and would like to participate. This is our ninth year. Last year, doctors challenged more than 6,600 kids across the province. We know that in-person visits may not be possible, but we are more than happy to work with you to facilitate a virtual visit. I hope to hear from you soon.

Thank you for your time.