



Dear Principal,

Your school is invited to take part in the *Tchín-tchín Challenge*, a joint initiative of the **Association québécoise de la garde scolaire** and the **Association pour la santé publique du Québec**. The goal of the Challenge is to promote water as the best choice for hydration and to encourage healthy habits through fun, engaging activities.

During the **last week of March**, the students will celebrate water by participating in the *Tchín-tchín Challenge*. For the entire week, students will bring a reusable water bottle in their lunch box each day, and everyone will enjoy a group “tchín-tchín” moment during lunch.

The Challenge also includes:

- Tchín-tchín activity kits
- a user guide
- suggestions for parents
- promotional materials, and much more

**Colorful, customizable stickers will be provided to all students who take part in the Challenge.** We encourage you to involve as many students and staff as possible, including students who go home at lunchtime, to help make the Challenge a motivating, dynamic, and fun school-wide project.

We also invite Physical Education and Health teachers to explore our educational activities on healthy hydration. You can access our free tools to support your school at [thirstyforhealth.ca/school](http://thirstyforhealth.ca/school).

Finally, to help you promote the Challenge in your community, a press release template will be provided for distribution to local newspapers. To make things easier, you will also receive a list of media contacts in your region.

Thank you in advance for your commitment and support. Please do not hesitate to contact us if you require any additional information.

Kind regards,