

WINTER GAMES WEEK TOOLKIT

SCHOOLS + CLUBS





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01

LET'S MOVE CAMPAIGN



LET'S MOVE



LET'S MOVE



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#LETSMOVE

A global campaign created by the International Olympic Committee which encourages young people to lead active lives and move



LET'S MOVE

Why Let's Move matters

Physical activity has significant health benefits for hearts, bodies and minds.

The World Health Organization (WHO) recommends that children and teenagers engage in at least 60 minutes of physical activity per day – yet has found that as many as 80% of them globally do not meet this standard.

In 2024, over 20 million people were active through the Let's Move campaign. In the lead up to the Olympic Games Paris 2024 schools across France introduced 30 minutes of daily sports activities into their curriculum.

As Milano Cortina prepares to host the 2026 Winter Olympic Games, Let's Move invites everyone to be inspired by winter sports and get active, regardless of current skill or comfort level. Everyone starts somewhere and any type or amount of movement is worthwhile!

In collaboration with Milano-Cortina 2026, the Let's Move campaign encourages young people to make time to move for Winter Games Week 2025 and to get into the spirit of the Olympics.



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02

WHAT IS WINTER GAMES WEEK?





What is Winter Games Week?

A dedicated week for schools, youth sports clubs and communities to focus on educational and sporting activities inspired by Olympic sports. All are encouraged to participate regardless of level or sporting ability. There is no financial cost to participate.

This nationwide initiative in Italy, supported by the Ministry of Education and Merit, is meant to encourage educational and sporting activities inspired by Olympic and Paralympic values and motivate students to get active through winter sports.



What happens during Winter Games Week?

Training initiatives and teaching materials are made available online. Schools and administrations are encouraged to use them and activate their community during Winter Games Week.

Winter Games Week gives autonomy to schools and teachers to express and pass on their passion for winter sports to young people to enjoy.



Why is Winter Games Week relevant for young people?

Next year, students across Italy will be able to celebrate and engage with the Winter Olympics in Milano Cortina 2026.

Winter Games Week is a “warm up” opportunity for youth to learn about the significance of hosting the Games in their country. It is a week meant to inspire physical activity, and to create a moment to learn about the importance of daily physical activity for mental and physical well-being, and the values of sportsmanship, excellence, respect, and friendship.

Winter Games Week 2025

Winter Games Week 2025 will take place from 3 – 7 February. However, if a school or club prefers to celebrate it a different week, they are not limited to only celebrating during the designated week. All are encouraged to participate in Winter Games Week in 2025 with the resources provided.

Visit the webpage about Winter Games Week on the official Milano Cortina 2026 website ([link here](#)) for more inspiration on how to participate.

The Let's Move Winter Games Week site ([link here](#)) offers additional digital resources for administrators and youth.

On social media posts, please use **#LetsMove** and **#WinterGamesWeek** and remember to tag **@olympics** and **@milanocortina2026**





03

WAYS TO ACTIVATE YOUR COMMUNITY AND PARTICIPATE





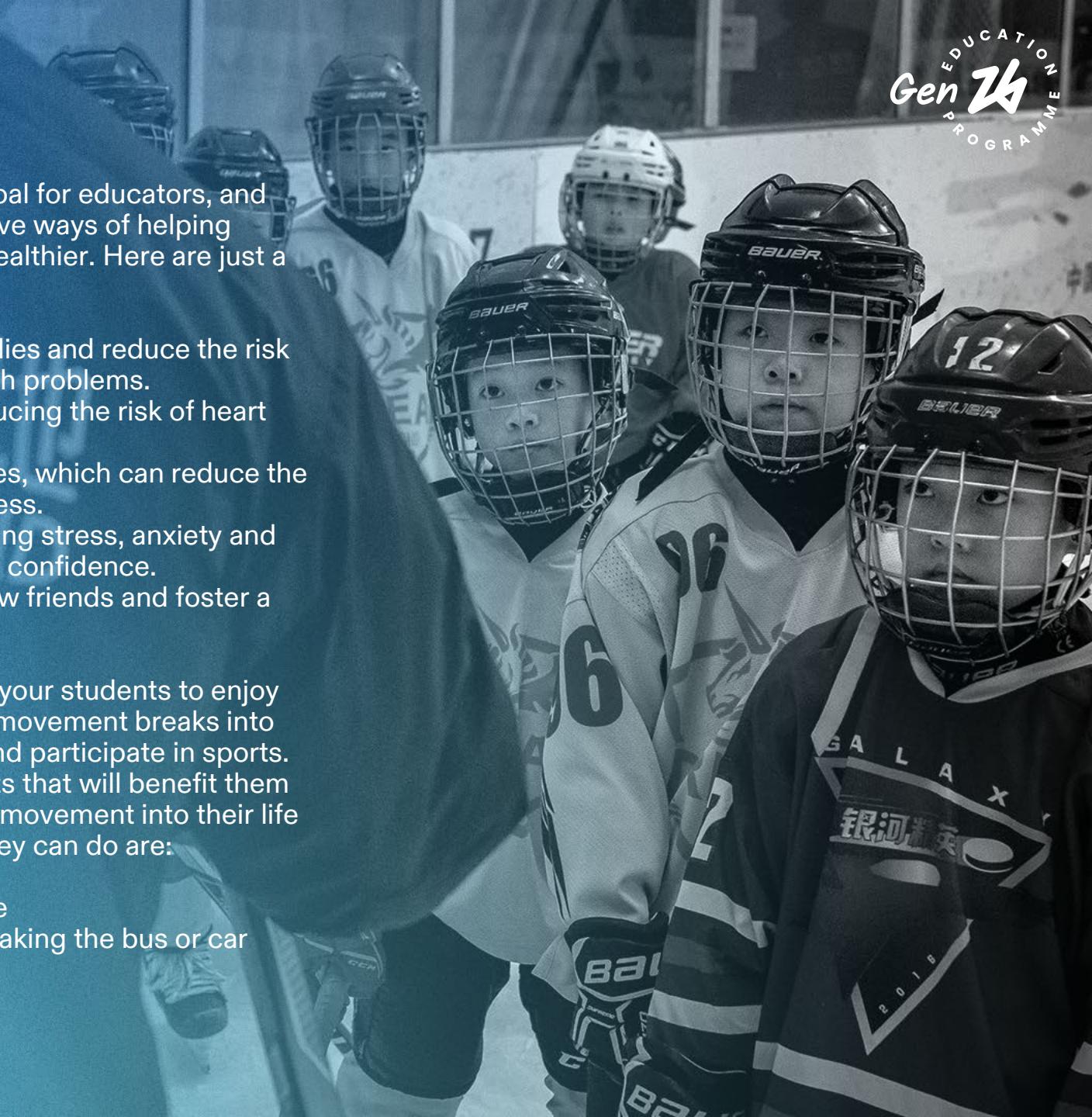
A note to educators

Having happy and healthy students is a shared goal for educators, and regular physical activity is one of the most effective ways of helping young people feel both mentally and physically healthier. Here are just a few reasons why physical exercise is important:

- Physical exercise helps to strengthen our bodies and reduce the risk of obesity, which can lead to a variety of health problems.
- Exercise improves cardiovascular health, reducing the risk of heart disease and strokes.
- Exercise helps build strong bones and muscles, which can reduce the risk of injury and improve overall physical fitness.
- Exercise can improve mental health by reducing stress, anxiety and depression. It can also boost self-esteem and confidence.
- Sports communities can be a place to find new friends and foster a sense of belonging to a community.

As educators, you can play a role in encouraging your students to enjoy the benefits of physical activity by incorporating movement breaks into lessons and encouraging students to be active and participate in sports. You can help your students develop healthy habits that will benefit them for a lifetime! Encourage students to incorporate movement into their life outside of school. Some examples of activities they can do are:

- Taking a walk around the block after mealtime
- Riding a bike or walking to school instead of taking the bus or car
- Active play with friends at breaktime
- Trying out a new dance or a new sport



How to make Winter Games Week a success



Involve local athletes

Involve local athletes in your activity. Local athletes can inspire young people, assist in teaching new skills, share their experiences and journey, and add a new dynamic to your established community.



Inclusive and accessible

Make sure your activity allows everyone to participate, regardless of skill level. Encourage and cheer for everyone. Teach sportsmanship and positive behaviors. Everyone starts somewhere, what matters is moving!



Make it fun

Bring out the joy of movement by making activities fun for everyone to take part in. Lean into humor and don't worry about perfection.



Make time and win support

Schedule time for movement in advance. Make sure your leadership understands the goals and benefits of activating during Winter Games Week. If you don't have time to organise a week of activities, focus on one day, or one moment. Something is always better than nothing!



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Activation inspiration

Here are some ideas to activate a community or in schools during Winter Games Week. Please share on social media using #letsmove #WinterSportsWeek and tagging @Olympics and @milanocortina2026

- Host a Winter Olympic Games-themed sports day
- Encourage students to walk to school during Winter Games Week
- Theme classes on the benefits of physical activity and winter sports
- Dedicate time in the day to group physical activity. E.g., Play a game, create an obstacle course, organise relay races
- Create your own workout; invite a local winter athlete to host the workout or participate in a discussion or presentation
- With permission, share your students' moves on social media to inspire other schools to join you



04
CAMPAIGN
TOOLS





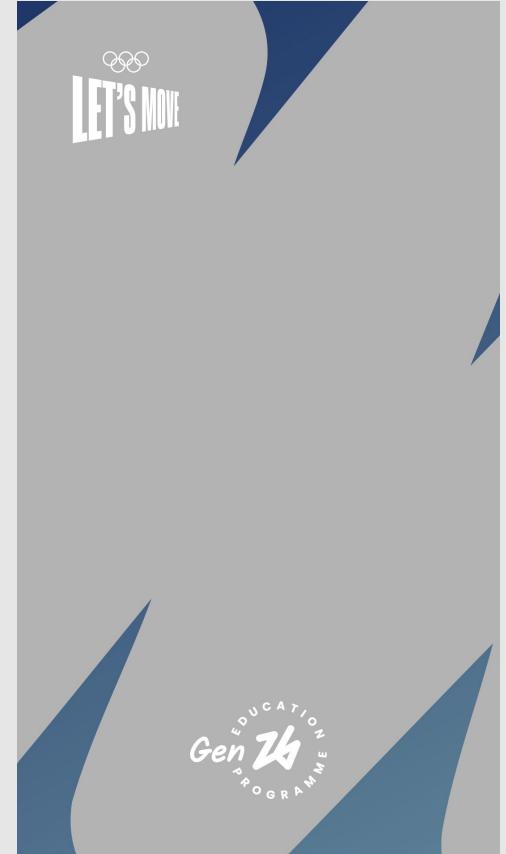
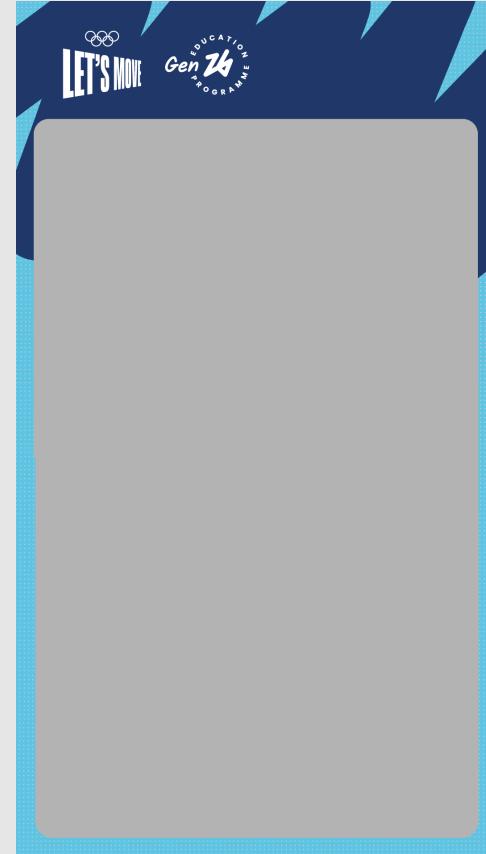
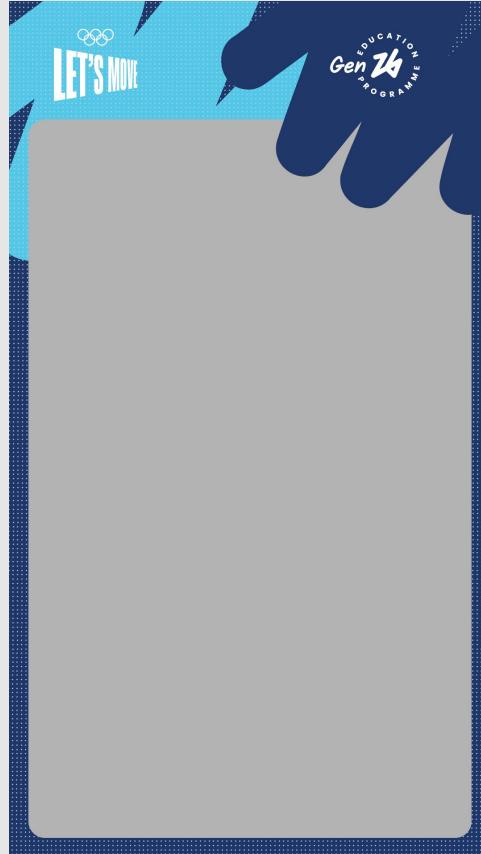
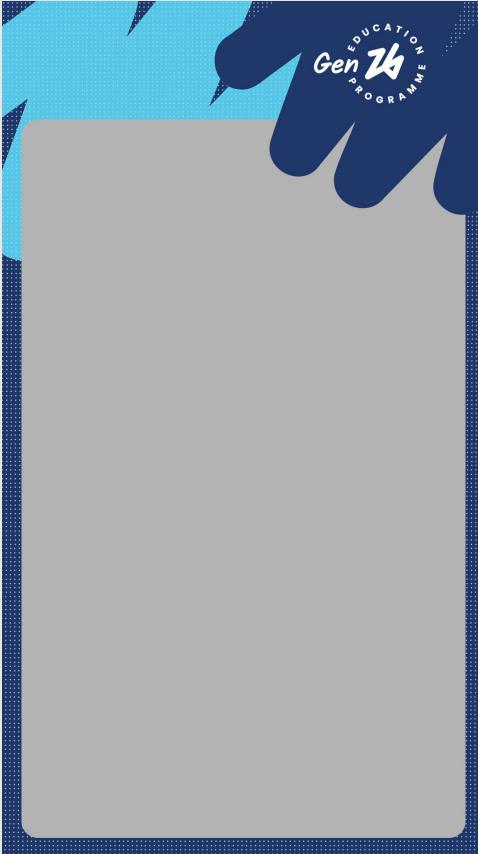
Static Media templates



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Static Media templates



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Social Media Poster



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THANK YOU
and keep moving!

