

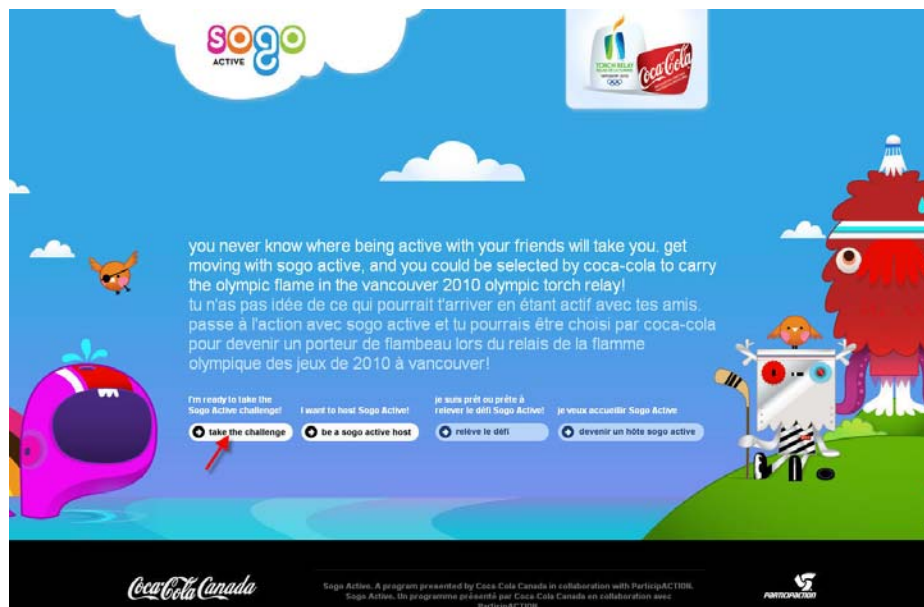


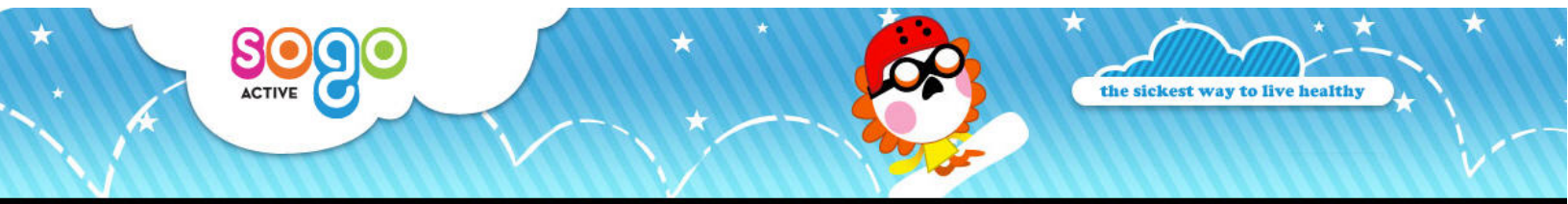
the sickest way to live healthy

Sign Up Now! – Your Step to Step Guide to Sogo Active

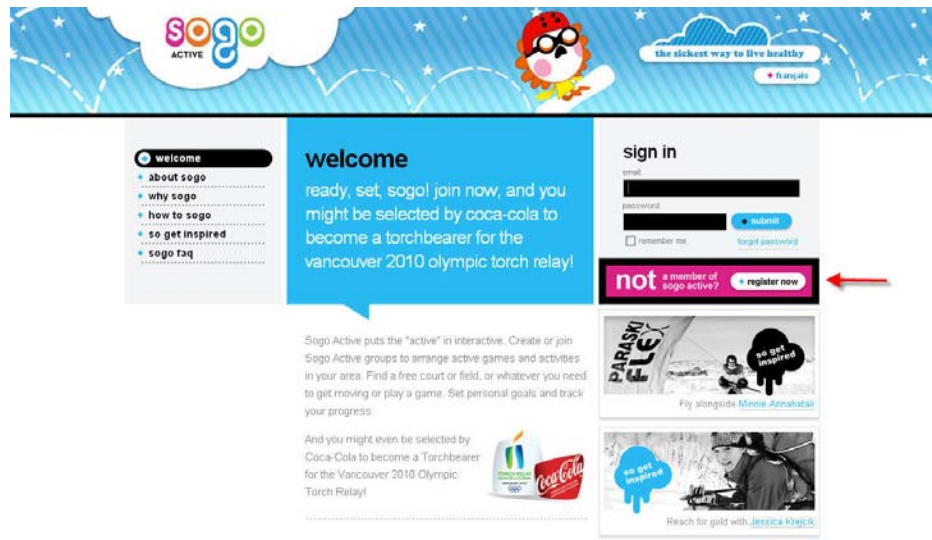
Sign up today, participate in physical activities and earn your nomination for a chance to be selected by Coca-Cola to become a Torchbearer for the Vancouver 2010 Olympic Torch Relay!

1. Go to www.sogoactive.com and click on “Take the Challenge”.

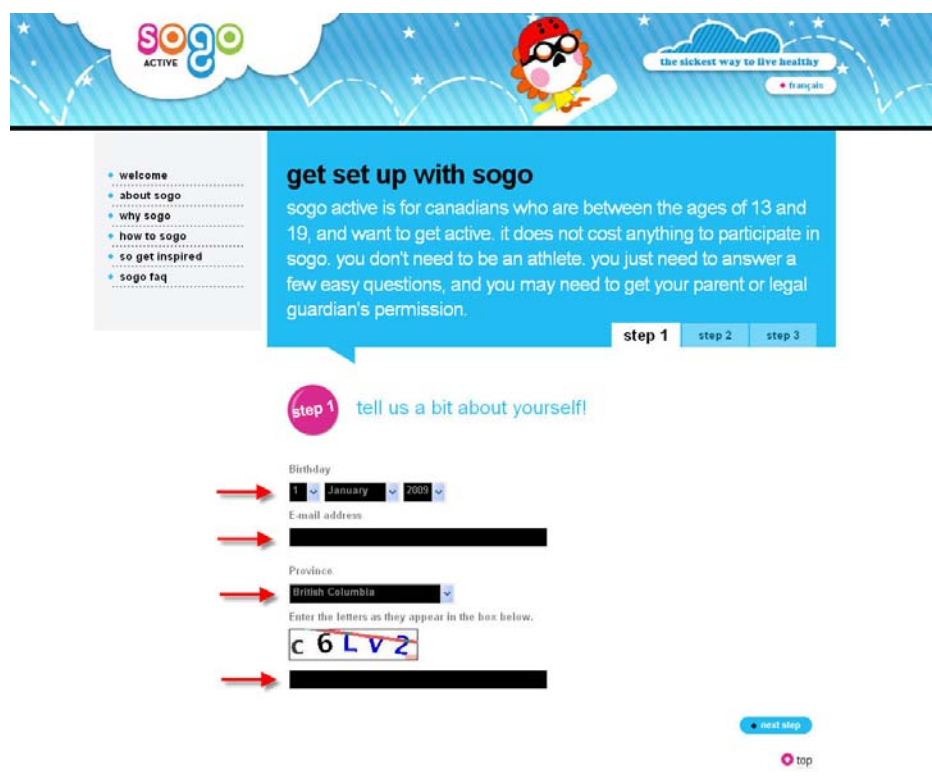


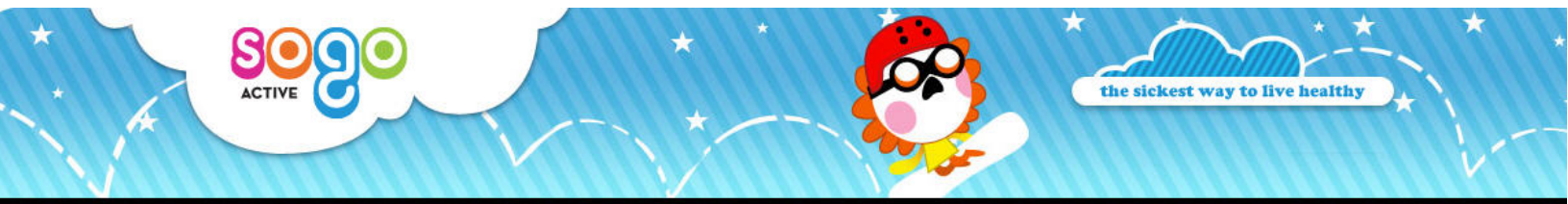


2. Create your own account.

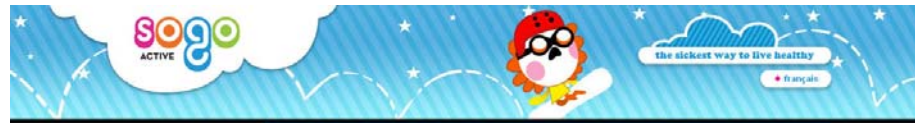


3. Enter your date of birth, your email address, the province you live in and the security code.





- 4. Complete your personal information. If you are between the ages 13 – 17, you need to provide your parent’s email address. Make sure you enter it correctly, otherwise your parent will not receive the approval email and you won’t be able to participate.



[welcome](#)
[about sogo](#)
[why sogo](#)
[how to sogo](#)
[so get inspired](#)
[sogo faq](#)

get set up with sogo

one small thing: because you are under the age of majority, you need to enter your parent's e-mail address. once they agree to a waiver, you'll have access to the sogo log and be able to join sogo groups.

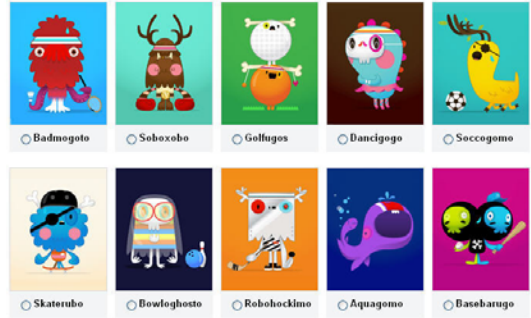
[step 1](#) **[step 2](#)** [step 3](#)

step 2 almost there... just a few more details!

First name Last name
 Parent's first name Parent's last name
 Parent's e-mail address Parent's e-mail address (again)
 Invent your screen name (must be 6-8 characters long)

 Password Re-type password
 Address City
 Postal code Phone number
 Citizenship
 Select a Country

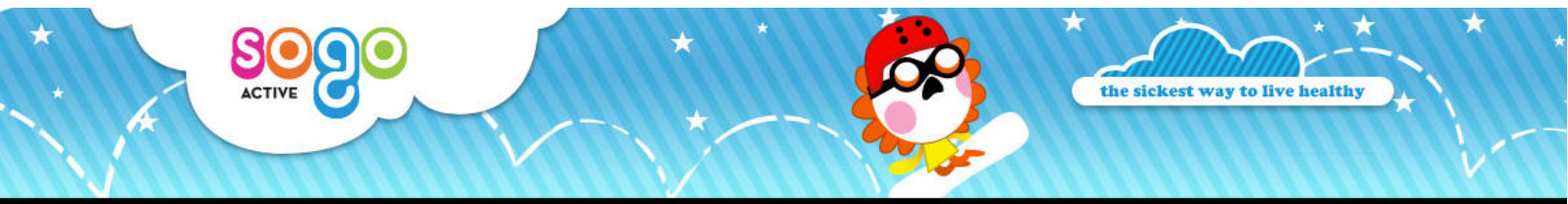
pick your sogomo!
 Your sogomo is a monster designed to help you along the way. Pick carefully—they're loyal, and they'll stick with you!



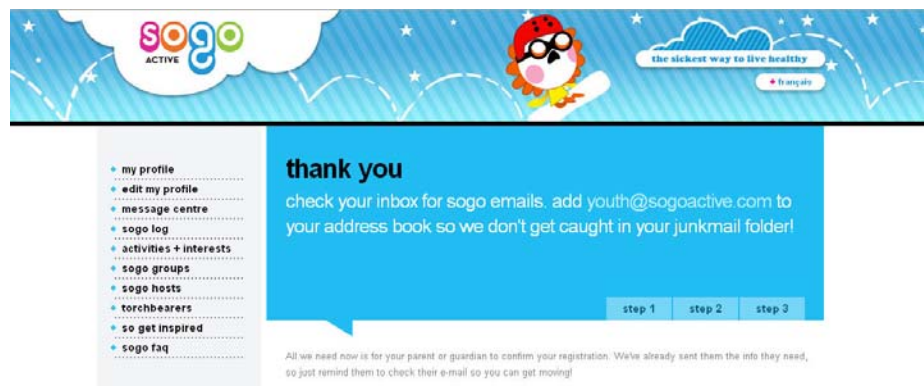
on average...
 how many minutes do you spend moving each day? Being active can include anything from walking to school to playing a sport. Be honest with yourself! The number you put here will be used to set your weekly activity goal on the site. minutes per day

Gender
 Male Female
 Preferred language
 English French
 Keep up to date with Sogo Active e-mails!
 Yes! Please send me sogo updates.
 I have read and agreed to the [terms and conditions](#).

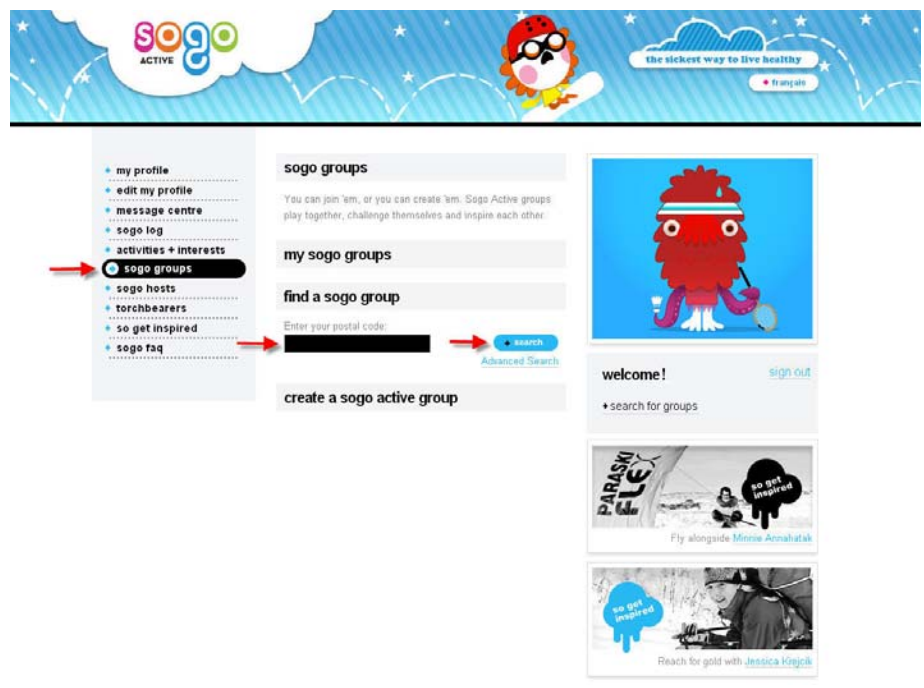
[next step](#)
[top](#)

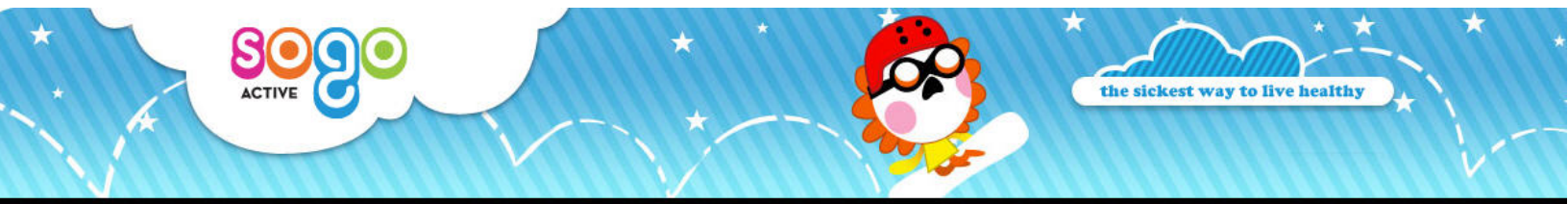


5. You will receive a Thank You message when your registration is completed.



6. Click on "Sogo Groups" and join a group! Simply enter your postal code and it will bring down a list of groups that you can join.





7. From the list provided, select one or more groups that interest you. If you belong to a club or group in your daily life, see if they are listed.

 A screenshot of the Sogo Active website interface. At the top is the banner from the previous image. Below it is a navigation menu on the left with options: my profile, edit my profile, message centre, sogo log, activities + interests, sogo groups (highlighted with a red arrow), sogo hosts, torchbearers, so get inspired, and sogo faq. To the right of the menu is a disclaimer: 'A parent or guardian needs to give permission before you can join groups. Ask them to check their email and approve your Sogo Active waiver.' Below this is a section titled 'sogo groups found!' with two listings:

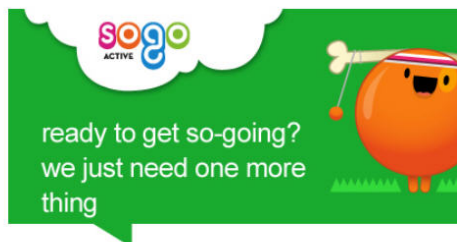
- Fit For Summer** (Vancouver, BC): Includes an image of people at a beach, a description 'These are the activities this Sogo Active group is into.', and details 'Size: 2 members' and 'Distance: 4.16 km'.
- The leets** (Vancouver, BC): Includes an image of the mascot, a description 'These are the activities this Sogo Active group is into.', and details 'Size: 33 members' and 'Distance: 4.77 km'.

 On the right side of the page, there are three promotional images: a mascot with a magnifying glass, a 'welcome!' message with a 'sign out' link and a 'search for groups' button, and two 'so get inspired' images featuring a person paragliding and a person at a podium.



the sickest way to live healthy

8. Go check your email! If you have entered your personal information correctly, you will receive an email from us welcoming you to our group.



We're looking forward to helping you connect with friends and find cool ways to get active.

All we need now is for your parent or guardian to confirm your registration. We've already sent them the info they need, so just remind them to check their e-mail so you can get moving!



The Sogo Active Team

Sogo Active. A program presented by Coca-Cola Canada in collaboration with ParticipACTION. "Coca-Cola" is a registered trademark and "Coca-Cola Canada" is a trademark of Coca-Cola Ltd., used under license.



9. Remind your parent to check their email too, they need to approve your participation.



Your child has chosen to get moving by joining Sogo Active, an online community created to inspire Canadian youth to get more active and have fun!

A program presented by Coca-Cola Canada in collaboration with ParticipACTION, Sogo Active helps young people organize groups for sports and physical activities, link up with community groups and facilities in your area, and track their progress as they get moving.

Through their participation in this program, your child might even be selected by Coca-Cola to become a Torchbearer for the Vancouver 2010 Olympic Torch Relay!

We just need you to give us your go-ahead by confirming that you approve their registration.

To do that now, please click on the link below.

Visit [Sogo Active now!](#)



The Sogo Active Team

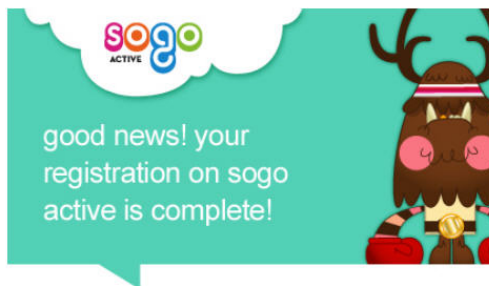
Sogo Active. A program presented by Coca-Cola Canada in collaboration with ParticipACTION. "Coca-Cola" is a registered trademark and "Coca-Cola Canada" is a trademark of Coca-Cola Ltd., used under license.





the sickest way to live healthy

10. You will receive an email from us, once your parent has approved your registration (only if you are under 18 years old).



We got the consent we needed from your parent or guardian. Now you can access the site at any time to customize your profile, choose activities, and join groups.

Now's the time to get so-going! Visit [Sogo Active](#) now to get started.

Want to earn another chance to carry the Olympic Flame in the Vancouver 2010 Olympic Torch Relay? All you have to do is [answer a quick survey](#).



Thanks again for joining!
The Sogo Active Team

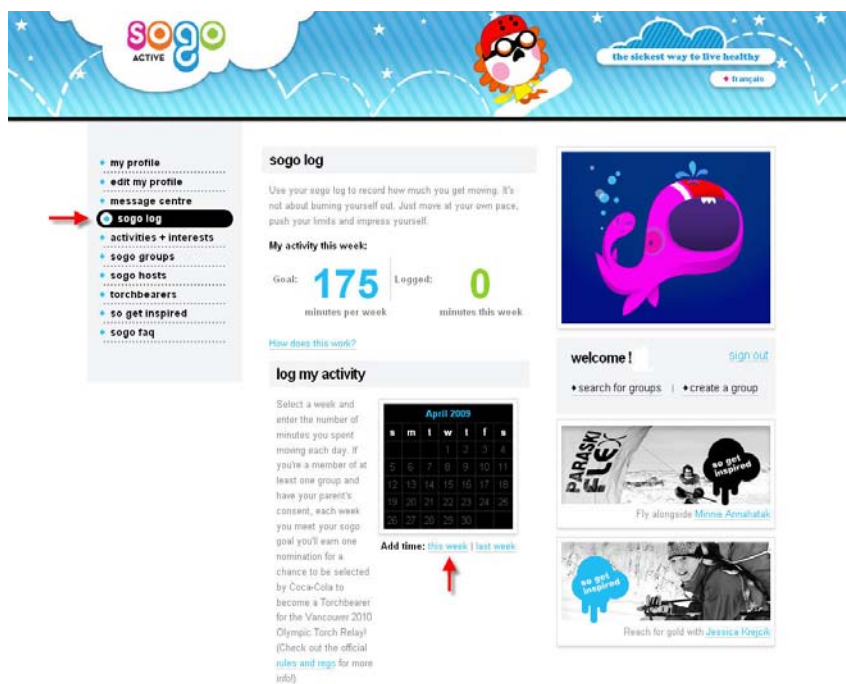
Sogo Active, A program presented by Coca-Cola Canada in collaboration with ParticipACTION. "Coca-Cola" is a registered trademark and "Coca-Cola Canada" is a trademark of Coca-Cola Ltd., used under license.





11. If you are under 18 years old, your parent needs to approve your participation before you can track your daily physical activity in the Sogo Log.

If you meet your sogo goal each week, you'll earn one nomination for a chance to be selected by Coca-Cola to become a Torchbearer for the Vancouver 2010 Olympic Torch Relay!



The screenshot shows the Sogo Active website interface. At the top, there is a navigation menu with the following items: my profile, edit my profile, message centre, **sogo log** (highlighted with a red arrow), activities + interests, sogo groups, sogo hosts, torchbearers, so get inspired, and sogo faq.

The main content area is titled "sogo log" and includes the following information:

- Use your sogo log to record how much you get moving. It's not about burning yourself out. Just move at your own pace, push your limits and impress yourself!
- My activity this week: Goal: **175** minutes per week, Logged: **0** minutes this week.
- How does this work?
- log my activity: Select a week and enter the number of minutes you spent moving each day. If you're a member of at least one group and have your parent's consent, each week you meet your sogo goal you'll earn one nomination for a chance to be selected by Coca-Cola to become a Torchbearer for the Vancouver 2010 Olympic Torch Relay. (Check out the official rules and regs for more info)

Below the "log my activity" section is a calendar for April 2009. A red arrow points to the "Add time" link, which is currently set to "this week".

On the right side of the page, there is a "welcome!" message with a "sign out" link. Below this are two featured posts:

- A post titled "PARASKI FLY" with the text "Fly alongside Minnie Amahatak".
- A post titled "so get inspired" with the text "Reach for gold with JESSICA HOOGH".

Now you are a step closer to become
the next torchbearer at the
Vancouver 2010 Olympic Torch Rely!

Stay psychical activate and earn your chance
to be part of the coming up Winter Olympic