

# ELVA

## EUROPEAN TOWN OF SPORT 2021

### Report



ELVA VALD



ELVA  
TURISM



ELVA  
SPORT

ELVA SPORDHOONE

Photo: Ragnar Vutt







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# INTRODUCTION



Elva European town of sport 2021 is a big honor for the town and it is important for the local community to get the best out of it. Active lifestyle improves the general health and wellbeing of the people. It is our responsibility and motivation to give as many opportunities as possible for local people to participate sports and different activities. These actions play important role as unifying the community, improving the health and quality of life of the population. Spending more free time actively brings more happy and energetic people to the community. This year we had an amazing winter with a lot of snow and minus degrees. Last few years have been almost without the snow but this year it was wonderful and local people had

a chance to enjoy the winter activities like skiing, ice-skating and sledding. There were organized many different sports events in that field. A lot of people enjoyed the events and being part of European town of sport 2021. This dream and joy of the year is contrasted with the ongoing COVID-19 pandemic. This virus has changed lives of people and the ways that we have used to live. It is even more important to stay active and healthy in the current situation because it helps to keep positive mindset. In February 2021 Estonia had the second highest coronavirus rate in Europe and in March Estonia had the highest seven-day COVID-19 rate globally. This means that our country was very much affected with the situation. Because of that, strict rules were implemented, and all the sports facilities were closed in March. It was only possible to practice for elite athletes. Other people had to follow 2+2 rules and it was only possible to practice in the fresh air without any company. Most of the planned sports activities had to be cancelled and that is why, we had to rethink our plans and find alternatives. We are happy that we found a very successful solution for people to practice physical activities. It is called Elva Million, which is a challenge for all the local people to move one million kilometers during the year. The kilometers can be collected by walking, running, walking, cycling, swimming and other methods, where you move by yourself. All the kilometers are counted in mobile app called Strava. This action has been very popular among the local people and it is definitely the highlight of the first period of the year. We are happy to





see that people are actively moving all around the town and collecting kilometers for Elva million. In the spring, Estonia had very difficult times with Covid-19 situation. The sports facilities had to be closed from 11<sup>th</sup> of March until 3<sup>rd</sup> of May, these meant that most of the planned activities had to be cancelled. The government decided to use 2+2 rules, meaning that up to two people could move around together, keeping a distance of 2 meters

from each other. This meant that all the trainings had to be closed and people had to practice individually. As it was not possible to practice at gyms, we gave our best to get people move outside. We did a lot of promotion to our main event Elva Million. On the 1<sup>st</sup> of April we reached 100 000 kilometers milestone, exactly two months after the start of the campaign. The action became more and more popular and already on the 19<sup>th</sup> of April people had moved 200 000 km, meaning that the next 100 000km were done in only 19 days. In the end of June, we reached almost 500 000 actively moved kilometers in Strava app. The local school students, teachers and sports club members have the biggest effect here. In May and April it was possible to organize events again but it took some time to make the restart. As the summer started it was much better because there were no restrictions for organizing events. Many different sports were waiting for that moment and because of that summer was full of sport in Elva. Every weekend there was one or even more events happening in Elva area. Local people and sports enthusiasts had a lot of opportunities to took part of different events and the knowledge that Elva is European Sports Town spread rapidly among the people.

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# SPORTS ACTIVITIES

## 48. ELVA TALIKROSS

Dates: 13.02.2021 & 20.02.2021

Local: Elva Sports Hall and Lake Arbi

Organization: Austa Rattaklubi & Elva Sports and Culture Foundation

Summary: National long tradition cycling event in the winter conditions.

Participants: 156 | Countries: 1 | Viewers: 100

Organizers: 10 | Volunteers: 12









## RÕNGU SUUSAMARATON-MATK

Dates: 20.02.2021

Local: Rõngu Rahvamaja

Organization: MTÜ Kvaliteetaeg & Rõngu Rahvamaja

Summary: Local skiing event for kids and adults.

Participants: 80 | Countries: 1 | Viewers: 0 (Covid restrictions)

Organizers: 5 | Volunteers: 15

  
**Rõngu  
rahvamaja**

**20.**  
veebruar  
start antakse  
kell **11:00**

**Rõngu  
suusamaraton-matk**

**# LIIGUME KOOS VABARIIGI TERVISEKS**





## 47. TARTU MARATHON

Dates: 21.02.2021

Local: Tartumaa Tervisespordikeskus

Organization: Klubi Tartu Maraton

Summary: Biggest winter event in Estonia. Traditional skiing event

Participants: 5406 | Countries: 27 | Viewers: 0 (Covid restrictions)

Organizers: 100 | Volunteers: 1100







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## PRODIGY DISCGOLF WEEKLY GAMES

Dates: 17.01.2021; 24.01.2021; 31.01.2021; 14.02.2021; 28.02.2021

Local: Sportland Prodigy Elva Discgolf Park

Organization: MTÜ Elva DGC

Summary: Weekly discgolf events for local and surrounding discgolf players.

Participants: 504 in 5 different competition | Countries: 2 | Viewers: 300

Organizers: 8 | Volunteers: 8









## RÕNGU KIHELKONNAJAOOKS

Dates: 22.05.2021

Location: Rõngu town

Organization: Rõngu community center

Summary: Running event for different age groups. Local participants from Rõngu area.

Participants: 169 |

<https://www.facebook.com/events/250662346387149/?ref=newsfeed>







 **Rõngu rahvamaja**

 **Rõngu Pagar**  
ANNO 1114

**22.**  
mai  
**10:00**

**Rõngu Kihelkonnajooks #eri**

algusega kell 10.00 Rõngu Keskkooli juures

The banner features a background image of a runner on a path. The text is overlaid on the image. A red wavy line separates the event name from the start time information.



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## ESTONIAN NATIONAL CHAMPIONSHIPS IN CRITERION

Dates: 22.05.2021

Location: Rõngu town

Organization: Rõngu community center

Summary: Running event for different age groups. Local participants from Rõngu area.

Participants: 169 |

<https://www.facebook.com/events/1718847268318649/?ref=newsfeed>









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## CHECKERS TOURNAMENT FOR YOUTHS

Dates: 11.06.2021

Location: Elva school

Organization: Elva Sports and Culture Foundation

Summary: Checkers tournament for local youths to find out the best players

Participants: 18|





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## SUMMER VOLLEY

Dates: 7.06-08.06 and 14.06-15.06.2021

Location: Lake Verevi

Organization: Altia Sports Club

Summary: Beach volleyball event organized by local club SK Altia. There were 3 tournaments and different age groups for youths in every tournament.

Participants: 39|

<https://www.facebook.com/144243718997634/photos/a.154620364626636/4574349535987008/>









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## ELVA MIDNIGHT RUN

Dates: 18.06.2021

Location: Online

Organization: Elva Sports and Culture Foundation

Summary: Traditional midnight run which is known all over the country had to be held online this time. People ran their distance and sent the results to the organizers

Participants: 1744 |

<https://www.facebook.com/events/1397585073915261/?ref=newsfeed>







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## ELVA BEACH KING 2021

Dates: 01.07.2021 , 08.07.2021, 29.07.2021

Location: Online

Organization: Elva Sports and Culture Foundation

Summary: Traditional midnight run which is known all over the country had to be held online this time. People ran their distance and sent the results to the organizers

Participants: 25 |

<https://www.facebook.com/events/1397585073915261/?ref=newsfeed>









## IV ESTONIAN POWER GAMES

Dates: 10.07-11.07.2021

Location: Elva Sports hall

Organization: SK Jõusport

Summary: Estonian biggest weightlifting festival, where the strongest men and women compete against each other. Estonian champions were crowned in powerlifting, tug of war, power track and deadlift.

Participants: | 100









## ELVA 3 vs 3 BASKETBALL TOURNAMENT

Dates: 31.07.2021

Location: Elva Sports hall

Organization: BC Elva

Summary: Indoor 3vs3 basketball tournament for men, women, and veterans.

Participants: 50|

<https://www.facebook.com/events/994099927796912>







## Rand & Tuulberg 21. Elva Cycling marathon

Dates: 31.07.2021

Location: Elva area

Organization: Pro Cycling Club

Summary: 70km, 50km and 20km distances in Elva area. It is a part of national cycling series competition.

Participants: 240|

<https://www.facebook.com/events/337803204586056>









## ELVA XXXIV TRIATHLON

Dates: 14.08.2021

Location: Lake Verevi, Elva

Organization: MTÜ AOK Arendus

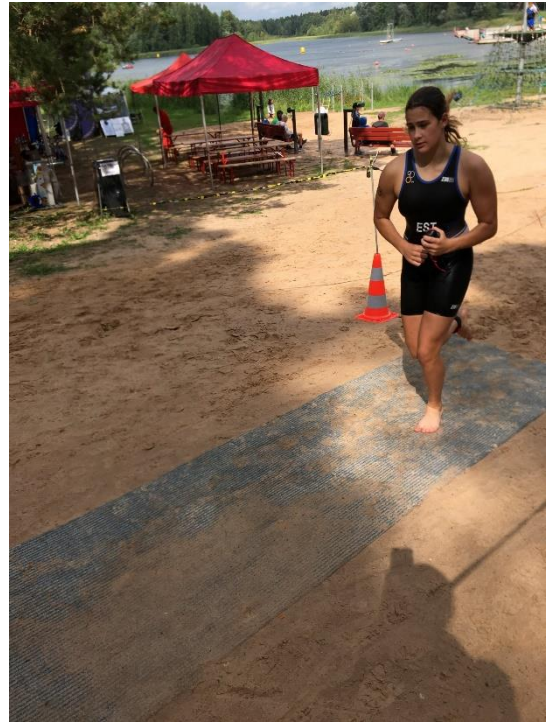
Summary: The traditional event happened for 34<sup>th</sup> time. Elva Triathlon was 8<sup>th</sup> stage of CRECO Estonian Triathlon Cup. Best triathletes from all over country participated there.

Participants: 247 |

<https://www.facebook.com/events/837938713426121>









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## ELVA OPEN WATER SWIMMING 2021

Dates: 15.08.2021

Location: Lake Verevi, Elva

Organization: MTÜ AOK Arendus, Estonian swimming federation

Summary: The final stage of national open water swimming series competition was held in Lake Verevi, Elva. The best swimmers were awarded in 100m, 450m, 900m and 2000m distances.

Participants: 145 |

<https://my.raceresult.com/167200/results>



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## ELVA EXPERIENCE RUN

Dates: 20.08.2021

Location: Annikoru Parish recreation park

Organization: Altia Sports Club

Summary: 5 km full of experiences. Water, mud, and different obstacles make the event special.

Participants: 200|

<https://www.facebook.com/events/177566434403722/>









## FC ELVA LEAGUE MATCHES

Dates: From May-November

Location: Elva stadium, Nike Arena

Organization: FC Elva

Summary: FC Elva men and women first teams are both playing in Esiliiga, which is the second highest division of Estonia. FC Elva second team is playing in the fourth highest division. There are also many youth teams playing in different leagues. FC Elva is the biggest sports club in local community with around 500 members.

Participants: 1000+ |









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## BC ELVA LEAGUE MATCHES

Dates: From January- June

Location: Elva Sports Hall

Organization: BC Elva

Summary: BC Elva women's team is playing in the second highest division, and they had a very successful season. Men are playing in a lower level and there are getting more and more youths to join the club.

Participants: 50|

<https://www.facebook.com/115817760283708>







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## Tour d'ÖÖ Elva / LXVII

Dates: 27.08.2021

Location: Elva town

Organization: SK Altia

Summary: Tour d'ÖÖ is a cycling tour all around Elva town in the dark. With the bicycle quiet streets and exciting corners of the small town were discovered together with the local people.

Participants: 95 |

<https://www.facebook.com/events/364288881944544/>







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## BFL ELVA OBSTACLE RUN

Dates: 28.08.2021

Location: Tartu County Recreational Sports Centre area

Organization: Tartu County Recreational Sports Centre

Summary: First half marathon obstacle course in Estonia. Rivers, hills, ascents and 21 kilometers of different obstacles.

Participants: 37 |

<https://www.facebook.com/events/elva-estonia/bfl-elva-takistusjooks/184270786913727/>







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## ELVA POWER DAYS

Dates: 28.08.2021

Location: Tartu County Recreational Sports Centre area

Organization: Tartu County Recreational Sports Centre

Summary: Different accuracy competitions like discgolf, shooting, darts, archery, etc.

Participants: 74 |

<https://www.facebook.com/tervisesport/photos/a.200238313366853/4357684634288846/>





## POPSPORT! CHAMPIONS PENTATHLON

Dates: 28.08.2021

Location: Elva Sports Hall

Organization: Elva Sports and Culture Foundation

Summary: Estonian famous athletes from different sports competed against each other in four physical exercises for the whole body. National team members of judo, football, athletics, skiing, volleyball and badminton were represented in the event. Volleyball player won the men's category and beach volleyball player won the women's category.

Participants: 15 |

<https://www.facebook.com/events/542140300169949>



**Elva Euroopa Spordilinn**

**Euroopa spordilinn Elva esitleb:**  
**POPSORT! MEISTRITE  
NELJAVÕISTLUS**

**28.08 kell 15:00-16:30 Elva Spordihoones**

**POPSPORT!**





## FILTER ELVA 36. CYCLING DAY

Dates: 29.08.2021

Location: Elva Town

Organization: Aerobike

Summary: 130.8km, 87.2 km and 43.6km distances

Participants: |

<https://www.facebook.com/events/214759600518037>









## RUUBEL VIRTUAL BIKING RACE

Dates: 11.09.2021

Location: All around Elva municipality

Organization: MTÜ Kvaliteetaeg

Summary: Traditional biking race in the memorial of Endel Ruubel had to be held online this year due to the Covid-19 restrictions. Riders had two hours to bike as long distance as possible and the kilometers were counted in the Strava app.

Participants: 27 |

<https://www.facebook.com/events/271676164349719>



 **11.**  
**Rõngu** **september**  
**rahvamaja** **11:00-13:00**

**Ruubeli**  
VIRTUAALNE  
**Rattaralli**

Kogu enim kilomeetreid!

lae alla **Strava app** ja liitu  
"Ruubeli rattaralli" üritusega

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## JUDO ELVA OPEN 2021

Dates: 11.09.2021

Location: Elva Sports Hall

Organization: SK Altia

Summary : International judo tournament for youths in U10-U16 age groups. There were participants from 15 different judo clubs in Estonia and also from Finland.

Participants: 199 |

<https://www.facebook.com/events/901072573850624/>









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## RUNNING SERIES ELVA AUTUMN 2021

Dates: 16.09.2021, 23.09.2021, 30.09.2021

Location: Elva Sport Park

Organization: MTÜ Elva Spordiliit

Summary: Traditional autumn running series event. Distances 300m, 500m, 1000m and 2000m, different age groups.

Participants: | 100

<https://www.facebook.com/elvasport.ee/photos/pcb.887076442244458/887074995577936/>





## ELVA CYCLING SERIES- OLYMPIC RACE 2021

Dates: 15.09.2021, 22.09.2021, 29.09.2021

Location: Elva Sport Park

Organization: SA Elva Culture and Sport, Austa cycling club

Summary: Traditional autumn cycling series event. Distances 400m, 600m and 1110m by different age groups.

Participants: 79 |

<https://www.facebook.com/events/945441419337733>



## 24. TARTU CYCLING MARATHON

Dates: 19.09.2021

Location: South-Estonia, finish in Elva

Organization: Club Tartu Maraton

Summary : Tartu Cycling marathon is the third biggest mountain bike race event in the world. It takes place in magical South-Estonian course and the finish is in Elva. Despite Covid-19 restrictions more than 4000 cyclist from more than 10 different countries took place of the event.

Participants: 4754 |

<https://www.facebook.com/events/901072573850624/>









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## ELVA XX HONEY RUN

Dates: 12.09.2021

Location: Elva Stadium

Organization: SA Elva Culture and Sport

Summary: Despite rainy weather many runners in different age groups took part of the Elva XX honey run. Every participant is rewarded with honey in this traditional run.

Participants: 93 |

<https://www.facebook.com/elvasport.ee/photos/pcb.887076442244458/887074995577936/>









## ATHLETICS CHAMPIONSHIPS ELVA OPEN 2021

Dates: 25.09.2021

Location: Elva Stadium

Organization: Elva Spordiliit

Summary: Athletics competition. Different age groups from under 10 until over40+. Program included 60m sprint, 100m sprint, long jump, javelin, discus and shot put. Two stadium records were made.

Participants: 98 |

<https://www.facebook.com/events/3122102601449083>







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# UPCOMING EVENTS

OCTOBER, NOVEMBER, DECEMBER

- RMW Transport CX series 2021, II stage- 53. Elva autumn cross.
- Elva Everyman Biathlon
- Elva XXI Clock Tower Run
- Elva Million running Saturday
- Elva Cup football
- Jumping Gala
- Christmas lantern walks
- Elva Million thanksgiving event
- FC Elva league matches
- 72 hour Elva Million challenge
- ...



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# SPORT SHOWS

## RECOGNITION OF THE BEST ATHLETES

Dates: 11.02.2021

Local: Elva Central Square

Organization: Foundation of Elva Culture and Sports

Summary: Awards were given for the best local athletes of the year in different age categories. All in all there were 19 nominees. Because of the Covid-19 restrictions the event took place outdoor.

Participants: 120 | Countries: 1 | Viewers: Live video numbers 544 video views

Organizers: 3 | Volunteers: 1







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## FC ELVA AWARD CEREMONY

Dates: 11.02.2021

Local: Online

Organization: FC Elva

Summary: Awards were given for the previous year best FC Elva football players in every age category. Traditionally it is hosted in Elva Cultural Center but this year it was held online because of the restrictions.

Participants: 100 | Countries: 1 | Viewers: 3925 video views

Organizers: 20 | Volunteers: 20









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# PROMOTIONAL EVENTS

During the year we took part of a different events to introduce Elva sports town 2021 activities. We took part of different seminars around Estonia and in other European countries to share our knowledge with others. The main focus of these meetings was to communicate our achievements and discuss what can be done better. Cooperation with others is very important for Elva. The project that we are most proud of is called Elva Million. It is a good example of how to get members of the community more active. In Pärnu the members of Estonian Healthy Municipalities Network gathered and talked about developing the organization. Elva had an opportunity to share the experience of working together with prevention specialists. While organizing the first Estonian Movement and Sports festival, meetings with many parties had to be made. In spring the meetings had to be held mainly Online but in summer it was possible to take part of bigger seminars and meet face to face again. Different events that Elva was participating can be seen below.

- Make MyPromise, Bring a Friend to Sport!"-
- Estonian municipalities and city days happened 16th time in a row and all Estonian municipalities were taking part of the event. More than 900 people participated.
- Members of the Estonian Healthy Municipalities Network meeting in Pärnu
- Seminar of movement habits in Põltsamaa
- Officers seminar lasted for one week and many presentations were made.
- Meeting with Olympic Champion Gerd Kanter and Secretary-General of the School Sports Association Madis Pettai
- Tartu Marathon expo in Lõunakeskus
- Meeting with Tartu marathon organizers
- Meeting with Undersecretary of Sport of the Ministry of Culture
- Sports Festival weekly meetings with sport managers of different areas
- Meetings with Estonian National Olympic Committee
- Meetings with South Estonia sport clubs
- Meetings with Tartu Association of Local Authorities
- Meetings with different sports associations





























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# ACTIVITIES

## SHROVE TUESDAY EVENT

Dates: 16.02.2021

Local: Lake Verevi

Organization: Foundation of Elva Culture and Sports

Summary: Different fun competitions were held to celebrate Shrove Tuesday. Running in the snow, sledding and different winter activities took place in the Lake Verevi area.

Participants: 115 | Countries: 1 | Viewers: 0

Organizers: 5 | Volunteers: 10









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## WINTER ACTIVITIES

This year we had a wonderful winter in Elva and it was possible to take part of different winter activities. In Elva area there were created 16 skiing tracks and ice-skating rinks. Natural ice-skating rinks were created on the lakes. For winter sport athletes it was perfect year, and the conditions were great. Elva is famous for its winter athletes and many of them have participated in different Winter Olympic Games. This year winter gave them a good chance to prepare for Peking 2021 Winter Olympics. For other sports the snowy and cold winter was not so great. For example, local football players had to practice in snowy and slippery fields.









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## PUHJA SCHOOL'S 334th BIRTHDAY

Dates: 15.04.2021

Location: Puhja town

Organization: Puhja School

Summary: Puhja school had 334-th birthday and the teachers and students planned to move 334km as a gift for a school. All together they managed to move 880km

Participants: 196 |









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## PHOTO CONTEST

Dates: 17.04.2021

Location: Elva municipality

Organization: Konguta Rahvamaja

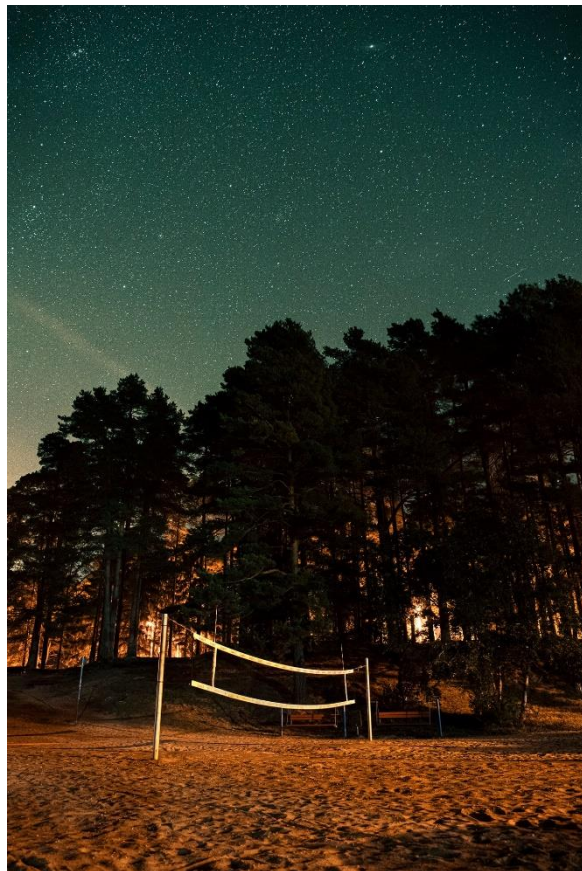
Summary: Local photo competition, there were “Elva Million” gifts for winners

Participants: 95 |

Event: <https://www.facebook.com/events/296360045387041/>









## SUMMER ICE SKATING RINK

Dates: 03.07.2021-18.07.2021

Location: Next to Sports Hall

Organization: Foundation of Elva Culture and Sports

Summary: In the summer Elva had a unique opportunity to try outdoor ice-skating in a new innovative rink. This was the first time in history that people could ice-skate under the sun. It was one of the most successful projects during the Elva Sports Town 2021 campaign.

Participants: | 500

<https://m.facebook.com/events/445620976529856>







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## ELVA ADVENTURE PARK

Dates: All summer

Location: Lake Verevi

Organization: Elva Seikluspark

Summary: In Elva adventure park there is Baltics longest air flight that goes over the lake Verevi. It is popular tourism attraction. Elva adventure park organized different events and night climbing was the most popular of them.





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## ESTONIAN MOVEMENT AND SPORTS FESTIVAL

The biggest event that we started planning in the beginning of the year was Estonian Movement and Sports Festival. It is an international sports festival that is happening first time and there is nothing similar to that event in the whole Baltics. The event should have taken place on 28<sup>th</sup> -29<sup>th</sup> of August but 3 weeks before the event it had to be cancelled due to the Covid-19 restrictions. However, all the hard work that has been put into the project is not useless because the event is postponed to the next year. The festival will take place 30<sup>th</sup>-31<sup>th</sup> of July 2022. The foundation of Elva culture and sports applied successfully to many grants and these can be used next year as well.

The budget of the project is 100 000€ and many different agreements were made for the festival. More than 40 different sports were planned to happen during the festival. Different competitions, workshops and promotional events should have happened. Besides that sports conference and a biggest sports expo, that has happened in Baltics was planned. Main goal of the project was to increase the activity of local people and therefore different lecturers were invited to share their knowledge. Good examples from Sweden, Finland and Denmark would have been the main parts of the festival. Agreements were made with lecturers from Jyväskylä, Umeå and Aalborg Universities which all have high competence in sports area. In Scandinavia the number of healthy living years of people is much higher than in Estonia and therefore examples from the foundations of their success can be very useful for the visitors of the festival. Children are moving less and this is a big and growing problem nowadays. We hope that Estonian Movement and Sports Festival can help to decrease the problem. Actively moving children mean a healthier society and that is a victory for all.

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# ELVA MILLION

## Elva million event

- Elva Million has started off with a bang! Nearly 2000 participants are part of our crazy story to get together 1 000 000 km this year. Distance is gathered by walking, running, cycling, swimming, skiing, hiking also wheel chairing etc. All the activities have to be done in Elva municipality.
- During the event people gather distance through Strava app, filling out online form or calling us via phone.
- Total distance now almost 250 000 km it is shown on our webpage - [www.elvamiljon.ee](http://www.elvamiljon.ee)
- It took 2 months to get first 100 000km, but the next 100 000km came with only 18 days.
- Due to Covid-19 school was set to function only over the internet and our school used Elva million for physical education classes. Students are competing for the prizes together with their class and the event has been very successful.

Alongside with daily distance gathering we have special events throughout the year:

Cycle Friday on April 2nd and Running Saturday on April 24th

Were events where we called people to cycle and run from 6 am to 11:59:59pm

Best got a prize and also there was a lottery for all the participators.

Events were amazing as people really put work into these events. Best cyclist gathered over 210km and best runner over 74km in one day. For Estonian 103th birthday there was organized competition in Strava application. People had to walk/run/ski different images on the map. Strava application was used to make the shapes and there was Facebook competition to choose the winner. The head of sports Madis Šumanov started the competition with running letter E (symbolizing Elva and Estonia) and a heart, which can be seen in the picture below. There were more than 40 people sending their pictures and taking part of the competition. The winner of the competition was called "Sid, who walks one million kilometers.", which can be seen on the right image below. The famous cartoon animal was made by Merili Trolla and her little daughter and it got 102 votes. The action was popular, and we were happy to see that so many local people took part of it.

Other popular events where Mother's Day event, WRC Rally Estonia Elva Million Event and Back to School with Elva Million campaign. It was possible to win different prizes while attending the events. The main goal was to get people outdoor to move together with their families and it succeeded. It is very nice to see a lot of people taking walks in the hiking trails that are in the forests.



## Tempo of collecting the kilometers

- 100 000 km 01.04.2021
- 200 000 km 19.04.2021
- 300 000 km 13.05.2021
- 400 000 km 08.06.2021
- 500 000 km 08.07.2021
- 600 000 km 24.08.2021
- 700 000 km first week of October 2021

## Elva Million Estonia birthday greetings

Elva Miljon

**Madis Šumanov**  
Today at 10:39 AM · Elva vald, Tartu maakond

**E** ❤️  
Eesti Vabariigi sünnipäevaks - E nagu Elva ja Eesti ❤️

Distance: 1.44 km | Pace: 6:24 /km | Achievements: 3

Map showing a heart-shaped route around Arbi järv in Elva.

Navigation icons: Feed, Explore, Record, Profile, Training

**Sid, kes kõnnib miljon km!** 😊

Kujundkõndimine. Elva oma Sid, kes naudib Elva linnas jalutada!! Mõnus ilm ja seltskond koos tütre Isabeliga ja tema sõbranna Mery-Belliga. Väga l...

Read more...

Distance: 7.81 mi | Elev Gain: 192 ft | Time: 2h 26m

This activity is Merli's longest walk on Strava!

Map showing a route through Elva, including locations like Põllu, Jõeve, and Kadaka.

## BIKING FRIDAY

Dates: 02.04.2021

Location: Elva County

Organization: Elva Sports and Culture Foundation

Summary: Individual biking event, where people had to bike as much as they can during one day. Best man biked 205 km and best woman 53 km.

Participants: 196 |

<https://www.facebook.com/events/elva-vald/elva-miljon-rattareede/189983819333203/>



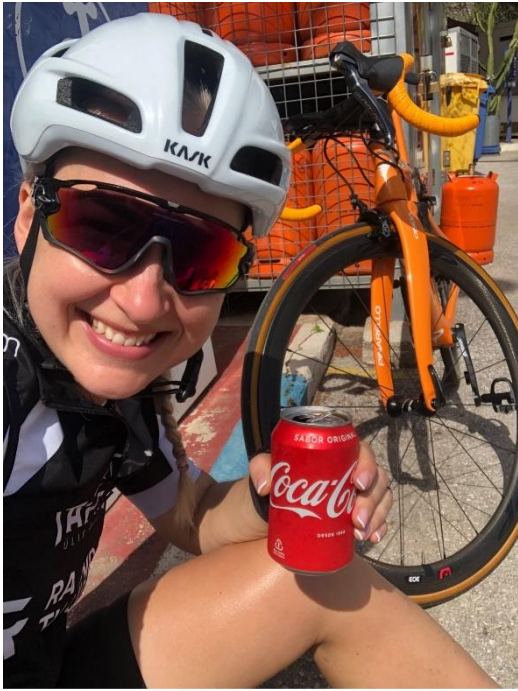
**Elva miljon kutsub:  
Rattareede!**

lisainfo: [www.elvamiljon.ee](http://www.elvamiljon.ee)

Elva miljon kutsub **2. aprillil** kõiki Rattareedele!  
Sel päeval lähevad rattaga kogutud  
kilomeetrid eriti arvesse!

Elva Euroopa Spordilinn





## RUNNING SATURDAY

Dates: 24.04.2021

Location: Elva County

Organization: Elva Sports and Culture Foundation

Summary: Individual running event, where people had to run as much as they can during one day. Best man ran 71 km and best woman 35km.

Participants: 196 |

<https://www.facebook.com/events/147191324001010>



**Elva miljon kutsub:  
Lidumise laupäev!**

lisainfo: [www.elvamiljon.ee](http://www.elvamiljon.ee) **24.04**

Elva miljon kutsub **24. aprillil** kõiki Lidumise laupäevale!  
Sel päeval lähevad joostud kilomeetrit eriti arvesse,  
sest parimad saavad auhinna ja toimub ka eraldi auhinnaloos!

Elva Euroopa Spordilinn  
Elva miljon  
1000 000 km

Elva Euroopa Spordilinn



## MOTHER'S DAY EVENT

Dates: 09.05.2021

Times: 00.00-23.59

Location: Elva County

Organization: Elva Sports and Culture Foundation

Summary: We invited all people to move together with their mothers on a Mother's Day. There were giveaways for participants from different local companies

Participants: 67 |

[https://www.facebook.com/events/107547371384387/?active\\_tab=discussion](https://www.facebook.com/events/107547371384387/?active_tab=discussion)



**Elva miljoni emadepäev**

lisainfo: [www.elvamiljon.ee](http://www.elvamiljon.ee) **09.05**

Tule koos emaga ja koguge kilomeetreid teile sobival viisil!  
Ootame emadepäeva eriüritusele jalutama, matkama, jooksmata, rattaga sõitma jne.  
Kasuta kilomeetrite kogumiseks kindlasti **Strava äppi**.  
**Silmapaistvamatele kilomeetrite kogujatele AUHINNAD!**

Elva Euroopa Spordilinn





## GREEN DAYS

Dates: 06.06.2021

Times: 10.00-18.00

Location: Elva area

Organization: Elva municipality

Summary: During the green days, local people had a chance to buy and sell different plants. We invited people to move by bike and use Strava app while moving between areas.

Participants: 669 |

[https://www.facebook.com/events/536391727374146?active\\_tab=about](https://www.facebook.com/events/536391727374146?active_tab=about)



**Elva miljon kutsub rohepäevadele**

lisainfo: [www.elvamiljon.ee](http://www.elvamiljon.ee) **06.06**

6. juunil toimuvad Elvas rohepäevad, kus on võimalik taimi osta, müüa, vahetada või ära anda. Kui tuled rohepäevadele, siis pane kindlasti käima ka **Strava äpp** ja anna oma rohelise liikumisega panus ka **Elva miljonisse!** Aktiivsete kogujate vahel lähevad loosi ka **AUHINNAD!**

Elva Euroopa Spordilinn

## WRC RALLY ESTONIA

Dates: 15.07.2021-18.07.2021

Times: 08.00-21.00

Location: South-Estonia, Elva

Organization: Estonian Autosport Events MTÜ, WRC - FIA World Rally Championship

Summary: The biggest motorsport event in the Baltics held for the 11th time is again an official round of FIA World Rally Championship. Rally Estonia will be hosting world's top drivers from WRC teams on the curvy and bumpy roads of South-Estonia

Participants: | 49 teams

[https://www.facebook.com/events/107547371384387/?active\\_tab=discussion](https://www.facebook.com/events/107547371384387/?active_tab=discussion)



**Elva miljon X  
WRC Rally Estonia**

lisainfo: [www.elvamiljon.ee](http://www.elvamiljon.ee)

Kogu juunikuus Elva miljonisse Strava äpiga vähemalt 50 kilomeetrit ning **OSALED RALLIPASSIDE JA MEENETE LOOSIS!**  
Auhinnaloos toimub juuli alguses.

**Elva  
Euroopa  
Spordilinn**

**VÕIDA  
RALLIPASS!**





## BACK TO SCHOOL WITH ELVA MILLION

Dates: 21.08-31.08.2021

Times: All day

Location: Elva area

Organization: Elva municipality

Summary: Students were invited back to school with Elva Million and they had to make GPS-art in Strava app. New bike was a biggest prize for the participants but it was also possible to win schoolbags, umbrellas and new clothes.

Participants: 60|

<https://www.facebook.com/events/550194999555835>



**Tagasi kooli saajaga miljoniga!**

**Õpilased vanuses 6-19!**

Jäta uue õppeaasta alguse puhul ajavahemikus 21.-31. august Strava rakenduse kaardile sõnum.

Loosi läheb 10 erinevat auhinda, peaaunuhinnaks on **JALGRATAS!**

Elva Euroopa Spordilinn



**Simona Schmeimann**  
 August 28, 2021 at 4:11 PM · Elva vald, Tartu maakond

**Tagasi kooli miljoniga**



Distance	Avg Pace
1.02 km	10:42 /km
Moving Time	Elevation Gain
10:55	0 m
Calories	Max Elevation
26 Cal	61 m

[View Analysis](#)

[S](#) with Sebastian S. [Manage Group](#)



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## ELVA MILLION PHOTOSHOOT

Dates: In April and in October

Location: Elva stadium

Organization: Elva municipality

Summary: The members of Elva Sports town 2021 project had a photoshoot to get good pictures for marketing purposes.







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# MEDIA IMPACT

## Media coverage (radio, newspaper, TV)

11.12.20

- Delfi Sport online newspaper: “Elva was chosen European Sports town 2021”  
<https://sport.delfi.ee/artikkel/91949325/elva-sai-euroopa-spordipealinnaks>

13.11.20

- Lõuna-Eesti Postimees: newspaper “Elva will be European Sports town next year”  
<https://lounapostimees.postimees.ee/7109350/elva-kandideerib-jargmise-aasta-euroopa-spordilinnaks>

15.12.20

- Tartu Postimees newspaper „Next year, small Elva will have a European Sportiest town title.”

09.02.21

- Tartu Postimees, newspaper „Elva Community is collecting one million kilometers”

15.02.21

- Lõuna-Eesti Postimees, newspaper „Million kilometers will be collected in Elva town”

22.03.21

- Tartu Postimees, newspaper „Elva is collecting million kilometers and made a good challenge for kids” <https://tartu.postimees.ee/7206603/elva-tegi-miljonipuudlusest-lastele-kasuliku-katsumuse>

19.04.21 Tartu Postimees newspaper “Elva million exceeded 200 000 kilometers”

- <https://tartu.postimees.ee/7228517/elva-miljoni-liikumisaktsioon-uletas-200-000-kilomeetri-kunnise>

01.03.21-31.03.21

- SL Õhtuleht newspaper: <https://www.oh tuleht.ee/1026992/vali-meie-vald-elva-vald-kogub-maagilist-miljonit-igauks-saab-sellesse-panustada> -5600 clicks on paid post

19.04.21-23.04.21

- Radio Elmar radio ads + Facebook Giveaway  
<https://www.facebook.com/raadio.elmar/posts/5277440565631586> Facebook post reach was 29 885 people. For one week, Elva Million campaign was mentioned once in every hour at radio Elmar. The radio has more than 250 000 weekly listeners.
- Radio KUKU interview. Radio KUKU has 50 000 weekly listeners.
- Radio Ring FM interviews

19.04.21

- Tartu Postimees: newspaper “ Elva million reached 200 000 kilometers”  
<https://tartu.postimees.ee/7228517/elva-miljoni-liikumisaktsioon-uletas-200-000-kilomeetri-kunnise>

19.04.21



- 
- Press release “ Elva million reached 200 000 kilometers”  
[https://www.facebook.com/events/167273428543892/?post\\_id=157084862896082&view=permalink](https://www.facebook.com/events/167273428543892/?post_id=157084862896082&view=permalink)

19.04.21-23.04.21

- Radio Elmar radio ads + Facebook Giveaway  
<https://www.facebook.com/raadio.elmar/posts/5277440565631586> Facebook post reach was 29 885 people. For one week, Elva Million campaign was mentioned once in every hour at radio Elmar. The radio has more than 250 000 weekly listeners.
- Giveaway:  
[https://www.facebook.com/events/167273428543892/?post\\_id=157084862896082&view=permalink](https://www.facebook.com/events/167273428543892/?post_id=157084862896082&view=permalink)

08.05.21

- ERR Estonian National Television: “Elva million and local athletes”:  
[https://etv.err.ee/1608205492/elva-miljon-kilomeetrit?fbclid=IwAR2-5W9\\_kcSnAUZSJ251X2AnGS5kxqrF6TskIVqHbJlCc9t\\_WN4bZug-Vs](https://etv.err.ee/1608205492/elva-miljon-kilomeetrit?fbclid=IwAR2-5W9_kcSnAUZSJ251X2AnGS5kxqrF6TskIVqHbJlCc9t_WN4bZug-Vs)

20.05.21

- Marketing video: “Elva Million” <https://www.facebook.com/elvasport.ee/posts/813397716278998>

14.06.21

- Tartu Postimees newspaper: “Elva is surprising with ice-skating rink in the summer!”  
<https://tartu.postimees.ee/7271045/elva-ullatab-suvise-liuvaljaga>

28.06.21

- Experience stories from Elva million participants :  
[https://www.facebook.com/events/167273428543892?post\\_id=191668966104338&view=permalink](https://www.facebook.com/events/167273428543892?post_id=191668966104338&view=permalink)

30.06.21

- Postimees extra, newspaper: “Active Elva” <https://tartu.postimees.ee/7271045/elva-ullatab-suvise-liuvaljaga>

03.07.21

- Radio Vikerraadio- Interview with Elva municipality communication manager Merylyn Säde about summer ice-skating rink.

03.07.21

- National TV news “Aktuaalne Kaamera”- In hot summer day, it is possible to ice-skate in Elva  
<https://www.err.ee/1608270309/elvas-saab-ka-palaval-suvepaeval-oues-uisutada>

07.07.21

- Tartu Postimees newspaper- “It is possible to ice-skate during the summer for 2 weeks in Elva.” <https://tartu.postimees.ee/7285103/elvas-saab-kaks-nadalat-uisuroome-nautida>

26.07-31.07.21

- Radio Elmar radio ads and giveaway about Estonian movement and sports festival

All month

- Instagram takeovers by local athletes

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## Elva local channels and followers

- Elva County homepage [www.elva.ee](http://www.elva.ee), around 35 000 unique visits per month.
- Elva County Facebook – 4925 followers
- Elva County Instagram – 666 followers
- Elva Sport homepage [www.elvasport.ee](http://www.elvasport.ee)
- Elva Million homepage [www.elvamiljon.ee](http://www.elvamiljon.ee)
- Elva Sport Facebook – 891 followers
  
- Elva Sport Instagram – 515 followers





# Elva üllatab suvise liuväljaga

LIINA LUDVIG

liina.ludvig@postimees.ee



**J**uulis avaneb kõigil talispordifännidel võimalus uisud kapist välja otsida ja need värskes õhus uuesti käiku lasta. Nimelt avatakse 3. juulil Elva spordihoone parklas uisuväljak. Suvist uisutamist saab igaüks järele proovida kahe nädala jooksul, 18. juulini.

Elva valla spordijuht Madis Šumanov ütles, et spordilinnale on seesuguste uudsete kogemuste pakkumine igati kohane. «Kuigi möödunud talv tõi meile üle pika aja väga head uisu- ja suusaolud, on suvel uisutamine kindlasti midagi sellist, mida just igaüks proovida ei ole saanud,» nentis ta.

## Libiseb hästi

Ajutise uisuväljaku importija OÜ Hydroseal esindaja Enn Kulp ütles, et väljak koosneb polümeermaterjalist plaatidest, mis meenutavad libedat põrandat. «Põhimõtteliselt ongi vaja tegeleda vaid põrandahooldusega,» ütles ta pinna vähenõudlikkuse kohta.

Libisemine peaks seejuures olema peaaegu samasugune nagu jääl, ent pinnale kukkuda on pisut pehmem. Tootja Xtraice'i uisuväljakuid kasu-

tavad muu hulgas ka ilutuisutajad, jääkeegli harrastajad ja NHLi hokimängijad. «See näitab, et asjal on kvaliteet olemas,» leidis Kulp.

## Eesti esimene

Rajatav uisuvälj on igati keskkonnasäästlik, sest kui tavaline uisuvälj toodab ligi 11 000 tonni süsihappegaasi, siis selle väljaku emissioon on null. Kunstväljaku kasuks räägib seegi, et seda saab aasta ringi kasutada.

Samuti on tegemist võrdlemisi soodsa ettevõtmisega. «Kui Tartu Raekoja platsi väljaku maksumus oli ligi 400 000 eurot, siis sellise väljaku puhul saab kindlasti neli korda odavamalt hakkama,» arvas Kulp. Elva vald väljaku eest tasu ei maksa, kuid vastutab korraldusliku poole ja uisulaenutuse eest.

Abivallavanem Kertu Vuks ütles, et Elva vald võttis suvise uisuväljaku pakkumisest kohe kinni. «Osaühing Hydroseal tuli selle ettepanekuga meie juurde ja nad olid kindlad, et just Elva on see koht, kus sellist võimalust katsetada,» sõnas ta.

See on esimene kord, kui Eestis on võimalik kunstväljaku tutvuda. Pärast kahe nädalast prooviaega pakib ettevõtte väljaku taas kokku ning edaspidi saavad soovijad seda rentida või soovi korral ka osta.

Uisuväljaku avamine on 3. juulil kell 11 Elva spordihoone parklas. Uisutajad on oodatud järgneva kahe nädala jooksul iga päev kella kümnest hommikul kaheksani õhtul. Oma uiskudega on väljaku kasutamine tasuta, ent uiske on võimalik tasuta laenata ka Elva spordihoone infolauast. Laenutamise tavapilet maksab viis eurot, sooduspilet kolm eurot tund.

Ligi 100-ruutmeetrise väljakul saab korraga uisutada 20-25 inimest. Lisaks on uisutajatele toed ja uiskude teritamise võimalus.



Elva valla spordijuht Madis Šumanov ootab juba, et uisud jälle jalga saaks.

**Kui Tartu Raekoja platsi väljaku maksumus oli ligi 400 000 eurot, siis sellise väljaku puhul saab kindlasti neli korda odavamalt hakkama, arvas projektijuht Enn Kulp.**

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# INVESTMENTS

This winter Elva had a great snow and we managed to create 16 skiing tracks and ice skate rinks. These investments were biggest during the first period of the year.

We managed to win a project for new beach volleyball court. The new beach volleyball court will be built during the summer at lake Verevi. Together with that, we are also going to reinvest into upgrading the other older volleyball courts. This will give us a new sports tourism attraction for summer activities.

Investment into local weightlifting club equipment were made as well as new weightlifting bar set for youth trainings was bought for the club. In recent years the small local club has grown into one of the largest weightlifting clubs in Estonia. To keep their growth and make training level better, they needed new equipment.







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## STRUCTURAL CHANGES

Since the beginning of February 2021 new project manager was hired as part of the Foundation Elva Culture and Sport. The main responsibilities for the project manager are coordinating and carrying out the activities, initiatives and the agenda of Elva – European Town of Sports in 2021.

Project manager has created a separate team to carry out Elva's biggest initiative of the title year – Elva Million. The main objective of Elva Million is to promote movement and healthy lifestyle among all age groups within locals and the visitors. Our common goal is to collect 1 000 000 moving kilometers on foot, by bicycle, by skiing, swimming etc at the end of the year. The working group who coordinates Elva Million is combined of the project manager, sports manager, project manager of events, tourism manager, communication manager and communication intern/volunteer. During the year many of the team members changed, but as the structure was clear and everybody know their tasks then it was easy to make the changes. New

In addition to Elva Million, project manager is responsible for organizing international sports and movement festival in August 2021. Currently the preparations are ongoing, projects for gaining funding under development and other cooperation agreements and organizing details agreed upon with different parties.





## EUROPEAN SPORTS TOWN SOUVENIRS

The official hoodie of the European City of Sport was handed over to 200 athletes from clubs and sports associations who helped to organize the events. The hoodie design got inspiration from different movement possibilities and the official logo of Elva European Sports Town was used on the hoodie. Water bottles and face masks were other popular souvenirs. These souvenirs were used as prizes for different giveaways and competitions. For example, for radio Elmar Facebook giveaway the price was Elva sports town hoodie and Polar Vantage M2 sports watch. Also bicycle, schoolbags and other prizes were given. Many local companies gave presents for our campaigns. New surf flags with Elva Million signs were purchased by Elva Culture and Sport foundation and these flags were used in most of the events. Different banners were used around the town to introduce the European sports town title and events that are connected with that. Common style was used for all of the marketing banners and they were installed to the most common sports areas of the town. The biggest local store is playing sound clip that introduces the event and there are campaigns in local LED panels and TV screens as well.



The banner features a Polar Vantage M2 sports watch on the left and a blue hoodie on the right. The hoodie has the Elva logo and text: "Elva Euroopa Spordilinn", "Elva miljon", and "1000 000 km". The watch face shows "Wednesday 24.3.", "10:10", "This week", and "4h 9min". In the top left is the Elva logo with the text "Elva Euroopa Spordilinn". In the top center is the "Elmar" logo. In the top right is a pink banner with "Auhinnaloos!". At the bottom is a blue banner with "Raadio Elmar ja Elva miljon kutsuvad liikuma!". Below this is the text "Loosi läheb tulius Polar Vantage M2 ja Elva miljoni pused!". In the bottom right is a pink button with "lisainfo: [www.elvamiljon.ee](http://www.elvamiljon.ee)".

**Elva Euroopa Spordilinn**

**Elmar**

**Auhinnaloos!**

**Raadio Elmar ja Elva miljon kutsuvad liikuma!**

Loosi läheb tulius **Polar Vantage M2** ja **Elva miljoni** pused!

lisainfo: [www.elvamiljon.ee](http://www.elvamiljon.ee)















Photo: Ragnar Vutt



Photo: Ragnar Vutt



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**More information:**

[www.elvasport.ee](http://www.elvasport.ee)

[www.visitelva.com](http://www.visitelva.com)

[www.elva.ee](http://www.elva.ee)



ELVA VALD

