



What is the Gold Challenge?

Gold Challenge is a charity challenge partnered with the British Olympic Association and Team GB which allows everyone the opportunity to feel the excitement of London 2012 by taking on multiple Olympic and Paralympic sports and raising money for charity.

Challengers take on five or more sports as an individual or as part of a team.

Gold Challenge expects more than 100,000 participants to take part, raising over £20 million for charity and driving demand in grassroots sports.

Where are we now?

Over **1500** people have already signed up to Gold Challenge pledging to raise over **£500,000** for charity. The demographic is a mixture of teams, individuals, colleagues, family and friends with a current split of 55% female and 45% male.

Gold Challenge is UK wide and our participants have signed up from all across Great Britain, expressing interest in all 30 of the sports.

Participants must take part in a minimum of three hours of coached activity in each of their chosen sports and raise money for one of our 127 charity partners.

Our national advertising and PR campaign is focusing on "**Don't just watch the Games - take part**" and kicks off at a Year to Go. All our activity including national and regional newspapers, outside advertising, Facebook, Twitter and online pay per click campaign will help drive new participants to take part in new sports.

The next month also signals the launch of our **Youth and Family programmes** increasing opportunities for more people to get involved.

Opportunities for you

Participants can complete their sports anywhere with qualified coaches or instructors and Gold Challenge will promote and advertise your facility/provision to all participants.

We are keen to make the process of finding sports as easy as possible by highlighting interested deliverers on our Sports Finder. As each Challenger is looking to spend around 3 hours in each sport so there is a real opportunity for you to increase the number of people riding.

Participants will pay for their sessions just like any other person and expect nothing more than usual lessons catered to their ability.

To be part of Gold Challenge, ask questions and/or be a listed provider please contact the Sports Team on **0207 099 8895** or sports@goldchallenge.org.

To sign up to the Gold Challenge visit our website www.goldchallenge.org

The Gold Challenge is a not for profit organisation.