By doing at least 30 minutes of physical activity each day, participants complete the 240km Challenge over 40 days, from the Tasman Sea to the shores of Caroline Bay. Although participants do not actually make the trip, the amount of physical activity they do over the 40 days should equal the distance of 240km.

Sport Canterbury’s annual Sea2Sea challenge is a non-profit event funded by the South Canterbury District Health Board, organised by Sport Canterbury’s South Canterbury Regional Office, and supported by the Heart Foundation, the Cancer Society, and many businesses in South Canterbury who donate their products and services. It is a free event for everyone who takes part.

“The Sea2Sea Challenge aims to self-motivate people who are already active, and for those who aren’t, to provide them with an opportunity to complete the 240km with the support of others,” says Sport Canterbury’s South Canterbury Regional Manager Shaun Campbell.

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Many workplaces in South Canterbury make the Sea2Sea Challenge a regular feature of their staff health and safety calendar. Some businesses organise events for their staff, or encourage their staff to take part in events organised by local sports clubs.

In 2015, over 2,700 participants came from 138 workplaces and community teams. A survey conducted three months after the Challenge showed, on average, participants improved their activity levels by 47.83%, and 15.32% surveyed were still maintaining a higher level of physical activity three months after the challenge was completed.

Feedback from participants has been overwhelmingly positive:

“I enjoyed the challenge. It helped motivate my husband and we found we walked more together to fulfil our goals.” – Robyn

“The challenge is a brilliant concept and definitely a great idea to get people active who would normally probably just sit in the office all day. I did find myself going for walks in the morning and afternoon tea breaks.” – Sharon

“It is great for the team environment to get motivated and fill in the activity cards. I think it helps some people to get going and be accountable to themselves.” – Greg

Taking part means that participants are being more active at their fitness level. Everyone from couch potatoes through to athletes can take part – the idea is for participants to push themselves and to be active every day. Activities might include having a walking meeting, biking to work, walking at lunchtime, moving the lawns or joining an exercise class. Participants also earn bonus points when they eat two servings of fruit and three servings of vegetables each day.

This year the Sea2Sea Challenge is running over six weeks from 26 September to 4 November 2016.

For more information please contact:

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