



How to Activate the #BRIC19 Challenge

The Challenge

In the lead up to the Mizuno British Rowing Indoor Championships, taking place in London on 7 December, British Rowing is running an online indoor rowing challenge.

Dates: 7 November – 7 December

Distances: 2,000m and 500m

Entry format: via social media - participants should take a picture of their screen/score and share on social media tagging **@britishrowing** and using **#BRIC19**. There is no limit to how many times someone can enter the challenge.

Resources to support: digital poster, flyer and email banner (for local printing or digital sharing), links to the British Rowing training plans for 2,000m and 500m, links to the British Rowing Technique Video and Go Row Indoor workout videos.

Incentives: British Rowing will offer free workshop places of our Go Row Indoor Workshop for Fitness Professionals to the college that has helped get the most participants to take part in the #BRIC challenge. Please encourage your staff or students to tag their gym/college in their social media posts.

How to roll out in your gym

It's really easy for everyone to take part in the challenge but here are some suggestions for ways you can encourage participation:

- Download and print the #BRIC19 posters and flyers you have received in this pack and display by the rowing machines and/or on gym noticeboards
- Share the training plans provided with your students and members and make them easily accessible to all. Training plans can be freely downloaded and found by clicking [here](#)
- Play the British Rowing Technique Video and/or Go Row Indoor workout videos on a screen in the gym near the rowing machines
 - Go Row Indoor Technique video which can be found here: <https://www.youtube.com/watch?v=QGqIsIjhTUM>
 - Go Row Indoor 20 minute workout videos which can be found here: https://www.youtube.com/watch?v=st_AakadXdk
- Get your College Fitness Instructors, Personal Trainers, Staff and Tutors involved;



- they know the students and gym members best so can use that relationship to encourage people to take part in the challenge
- PTs or Student PTs could get their clients or friends to do it as part of their training or college course/session
- get the instructors and tutors to have a go themselves – if the students see this, they will be more encouraged to have a go
- Put up a leader board for students to enter their scores on. The challenge is about participation, but this is a good incentive for the more competitive gym members to try and beat each other/themselves
- Include the challenge at the end of any gym classes that use the rowing machines
- Encourage a competition between your sites (if you have multiple) to see which one can get the most members to take part (just remind members to tag their individual site when they post their scores)

Optional extras

For colleges already working with us we recommend running:

- Instructor-led technique or master classes run by a Student Go Row Indoor Instructor
- Delivery of a challenge launch or mid-challenge activation delivered by or featuring a British Rowing Master Trainer

For colleges not working with us:

- Book onto our Go Row Indoor workshop for student fitness professionals to upskill your tutor staff, gym or student instructors to be confident teaching indoor rowing technique and activities to members and enhance their enjoyment of the machine
- Book a British Rowing Master Trainer to deliver a challenge launch or mid-challenge activation

If you're not already working with us but would like to find out more about how you could roll out the Go Row Indoor programme in your college, please contact chris.farrell@britishrowing.org for more information.

Virtual medal challenge

Alongside the social media challenge British Rowing will be releasing a #BRIC19 virtual medal challenge through Row the Distance – www.rowthedistance.com

The challenge will be open to all and encompass all distances (to allow for mass participation) but entries for 2,000m and 500m can be shared on social media to be included in the social media challenge at the same time.

If you would be interested in a group discount for your student members, please contact chris.farrell@britishrowing.org for more information.