

Norwood's new Challenge for 2006

11th January 2006

Norwood Challenges was relaunched this week with an eye-catching new look and feel to coincide with the release of the **2006 Challenges Diary**. The diary, which is once again packed full with an exciting mix of bike rides, treks, golfing feats and triathlons set to stretch participants to their limits, has been produced as a handy wall planner complete with colour coded keys for ease of use. The look and feel of the diary has also been replicated online with a new user friendly website (www.norwood.org.uk/challenges).



2006 is set to be Norwood's most challenge packed year yet and at the top of the list are three incredible international bike rides. For the young at heart there is an opportunity to cycle and trek across 230km of the party island of **Lanzarote**, with its rolling landscape and volcanic terrain. Then there is the annual opportunity for riders to cycle across **Israel**, this time following the more challenging route from North to South, finishing in Eilat for a well deserved rest. Perhaps the greatest challenge of 2006 will be the exhilarating 450km ride through Kerala, **Southern India**, where cyclists will ride over undulating hills and through tea gardens, forests and India's other exotic natural delights.

Norwood Challenges also offers two domestic bikes rides, including the ever-popular **Capital To Coast Bike Ride**. The 60-mile challenge from Esher to the south coast will prove a challenge for all riders, both experienced and novice alike. The **Junior Bike Ride** provides a fun day out for all the family set over a ten-mile off-road ride through Windsor Forest. As has become Norwood's trademark, many of the riders that take part in the cycling challenges, at home and abroad, are Norwood service users, who ride tandem with support from experienced challengers.



For those who prefer keeping their feet closer to the ground, Norwood Challenges can offer places to run in both the **London and New York Marathons**. And for those not quite ready for a feat of that magnitude, then there is always the **May Walk**, a 20-mile challenge taking in the sights of the Thames. For the more adventurous there is also a walk across the tip of **South Africa**, with the chance to trek through the picturesque vineyards of the Western Cape and experience the wonderful views of Cape Town from the top of Table Mountain.

If cycling and running just isn't challenging enough on their own, then 2006 really is the year to reach for the stars. Norwood has secured places in the **Michelob Ultra London Triathlon**, one of the UK's leading fundraising events. Starting at the Excel centre in London Docklands, 10,000 entrants are expected to take part!

If the triathlon sounds a little too strenuous, there is the more civilised golfing event. **Golf Aid** is a unique golfing challenge comprising of playing 90 holes over 5 courses in one day! But be warned the competition begins at 04.00am!

If none of these challenges seem challenging enough, Norwood is happy to support anyone organising their own fundraising event. Previous events have included skiing, skydiving and even running across the Sahara! Norwood can provide fundraising materials, sponsorship forms and expert advice, every step of the way.

Speaking at the launch of the 2006 diary **Ian Tate, Head Of Challenges**, said: "We are very excited about the year ahead for Norwood Challenges. Our new look website has been designed to offer more information on each of the challenge events and hopefully this will encourage more people than ever to 'stretch themselves for good'. This year we have put together a package of events that I believe will take participants to new levels. Each event has been designed to really push the challenger to their very limits and that is what we are all about. Norwood Challenges is here to encourage people to get fit and have some fun, whilst at the same time raising funds for a vital cause."

The new Challenges website features a simple to follow menu, along with colour coded keys that match the various types of challenges. At the click of a button visitors can download information on all challenge events, including terms and conditions and a list of frequently asked questions. All visitors can also register online for any event.

If you are looking for a little adventure, why not give the Challenges Team a call on 020 8420 6834 or visit the new look Challenges website at www.norwood.org.uk/challenges

For further information please contact Ross Kester Public Relations Officer at Norwood on 020 8420 6942 or email ross.kester@norwood.org.uk

