



ISLE OF WIGHT

**CHALLENGE**

WALK, JOG OR RUN IT

**23-24**

**AUGUST 2014**

a new challenge  
a stunning location



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

**56km**  
**106km**

# 23/24 AUGUST 2014



Many sail around it, thousands have 'rocked' at its festivals, and now you can Walk, Jog, or Run around it on the Isle of Wight Challenge! A stunning backdrop for an endurance challenge, the 100+ km coastal path heads out from Cowes past the famous Needles and through areas of outstanding natural beauty with spectacular coastlines, dramatic white cliffs and sandy beaches; 24 hours or so later faster walkers will be boarding a ferry to complete the last few hundred metres of their epic challenge. Exhausted but elated with a tremendous sense of achievement!



## **WALK IT. JOG IT. RUN IT. Your Challenge. Your Way.**

It will be a real test of stamina & determination - and whether you're taking on the full Island loop or the 'half Island' challenge - with some resolute training and our fantastic on-event support & hospitality - it's achievable! Most will walk it at their own pace, some will jog parts, and quite a few will even run the whole thing. However you take on the Isle of Wight Challenge - it's going to be a Bank Holiday weekend to remember!

**Push yourself a bit further in 2014 - join 2000 adventurers on The Isle of Wight Challenge, and help to raise over £1 million for some special charities!**



**BRAND NEW CHALLENGE FOR 2014  
You can take part in the very first  
Isle of Wight!**

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# the route...

West Cowes - Saturday morning - Bank Holiday weekend. The tented village has woken, the sea air is heavy with anticipation; hundreds more adventurers arriving from the mainland - all eagerly awaiting their start. Groups set off heading west to join the coastal path - runners out first hoping for a sharp time - joggers and walkers close behind - and on towards the first rest stop en route to the Needles. Ahead lies 106 km of coastal paths, breathtaking scenery, great rest stops with food, drink and support, new friends and camaraderie. Whatever your goal - the full coastal loop or the 56 km 'half' Island - as a walk, jog, or run - your Isle of Wight Challenge will be remembered for many a Bank Holiday to come!



## West Cowes 0 km – The Needles 30 km - Chale 56 km. The 'Half Island'

Setting out from the historic Northwood House in West Cowes – the route heads out through the estate grounds westwards onto the coastal path.

Continuing anticlockwise over the cliff tops, a brief stop at the 1st mid point stop at 14 km will fuel us with energy snacks and drinks, before setting off past Yarmouth Castle and out to the western most point of the island, the iconic and famous white cliffs of the Needles.

Here our 1st major rest stop will be an opportunity for a longer rest & our packed lunch. The next section is dominated by spectacular coastlines, dramatic cliffs and chalk downs before reaching our 2nd mid point stop at 45 km with further energy snacks and drinks. Then it's out to tackle the so called 'Back of the Wight'.

Our 2nd major rest stop at 56 km is located in the village of Chale in the south, and is our biggest yet; here we have a feast of hot food, cold food, drinks and energy supplies - and for those in need our teams of masseuses and medics will be on hand.

For our 'half Island Challengers' this is the finish point - and there are shuttle buses back to our Base Camp in West Cowes.

## Chale 56 km - Bembridge 79 km - West Cowes 106 km. 2nd half of the 'Full Loop'

After some rest and recuperation, our full Island challengers set out towards the Victorian seaside town of Ventnor at 66 km, the next mid point stop for a short rest for supplies and a hot drink.

Bembridge which at 79 km is our final major rest stop marks the eastern most point of the Island, and a breakfast with plenty of support on hand to prepare for the final leg. On to Ryde, we pass the impressive half mile long pier and the last mid point stop at 91km before the push to the finish line.

The route heads to East Cowes, where we pass the home of Queen Victoria's summer residence, Osborne House. A quick river crossing on the floating bridge chain ferry will give the feet a welcome rest before the final short stretch to the finish line, where a medal, t shirt, glass of fizz and a big celebration await.

106 km later - back at Base Camp - what an achievement!

## What's included

Only you have the inner strength, determination and resolve to get across the finish line - but we ensure you have all the support, care and hospitality to help you along the way.

This challenge is fully inclusive - and by that we mean you have all the food and drink you need to keep your energy levels up - with hospitality and facilities for you to rest, relax and recuperate as you go.

- Participant web site area – kit lists / training plans / merchandise / Facebook group
- Support from your chosen charity to help with fundraising. Over 200 charities to fundraise for – your charity, your choice!
- Training days – optional daytime and night time walks – meet fellow challengers.
- FREE food & drink at rest stops & finish!
- A fully signed route – pink arrows + glow sticks. Route maps and GPX files.
- Pace walkers, medics, doctors, masseuses, and vehicles to support you all the way.
- A finishers commemorative medal, T shirt and glass of fizz as you cross the line.
- AN AMAZING SENSE OF ACHIEVEMENT - A WEEKEND THAT YOU'LL NEVER FORGET!



## How to join...

### Walk, Jog or Run It!

Most will walk it at their own pace, quite a few will jog parts of it, and some will run the full 106 km ultra-marathon style! A test of stamina and determination, but with some training and our famous on-event support and hospitality, it's achievable. Whether you're a first time long distance walker, an occasional endurance competitor, or a seasoned ultra runner – there's a unique challenge along the Isle of Wight to test you.

### Teams & Individuals

If you tackle the challenge as a walk, you'll be amongst many others who start out on their own; many seasoned runners also prefer the 'solo' option. As an 'individual' our team supports you all the way. The Isle of Wight Challenge is perfect for teams of friends, family, colleagues with special deals for corporate groups; supporting each other, training together beforehand.

**Sign up a team of 5 or more and all receive a FREE training top worth £20 each!**

### Corporate Teams

Are you and your colleagues looking for a challenge? Perhaps fundraising for your charity of the year, or as a fun team building exercise. New for 2014 we have introduced Corporate Team Hospitality Packages – for teams of 10 or more with discounts and free places! Teams can be a mixture of walkers, runners, 106 km and 56 km challengers - we will put something together to make your challenge extra special - with other add on upgrades available to purchase!

# Fundraising for charity

By signing up to the challenge you are committing to fundraise a minimum sponsorship of £375 for the 106 km or £250 for the 56 km challenge – your fundraising efforts will not go unrewarded and will supply you with much needed fundraising resources to the charity of your choice.

We've partnered with many of the UK's leading charities to offer you the flexibility and choice for who you choose to support and fundraise for - with an expected 200+ charities to choose from. If you are signing up to the challenge as a team you can elect to fundraise for the same, or different charities. The full list of the charities we are currently working with can be found on the 'Charity Partners' section of our website, alternatively if there is a charity currently not listed you would like to support you can still sign up and we will get them on board!

To sign up to the challenge as a walker, or runner you need to register via our online booking form on our website [www.isleofwightchallenge.com](http://www.isleofwightchallenge.com)

## COMMITMENT

Distance	Registration Fee (Secures your place in the challenge)	Fundraising Commitment
106 KM	£85	£375
56 KM	£60	£250

50% of the fundraising target is due to be submitted to your charity 6 weeks prior to the challenge, the remaining 50% 4 weeks after.

# Other events!

**Check out our other events within the 100km challenge series for 2014!**



## London 2 Brighton Challenge 24/25 May 2014

The original 100 km challenge! For 2014 a new '56' km half-way option also. It's a great route & a tough challenge, and more will take on the event as a walk, jog or as one of the UK's top ultra-marathon challenges. For full information and to sign up, visit:

[www.london2brightonchallenge.com](http://www.london2brightonchallenge.com)



## Grand Union Challenge 28/29 June 2014

A 100 km escape from London heading northwards along the Grand Union Canal finishing at Bletchley Park - or take on 25 or 50 km sections of the route as a walk, jog or run - the scenery is one of London's best kept secrets.

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



## Thames Path Challenge 13/14 September 2014

In its third year - the 100 km Thames Path Challenge is growing into a mass celebration of one of London's most iconic features - the Thames! From Putney to Henley with 25 & 50 km sections - in 2014 thousands will walk, jog or run it!

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

To sign up to the challenge today, visit our website [www.isleofwightchallenge.com](http://www.isleofwightchallenge.com) – for full information or if you have any questions or queries, please contact the team on [info@isleofwightchallenge.com](mailto:info@isleofwightchallenge.com) or call us on **0207 609 6695**