



CHARITY CHALLENGE OVERVIEW

The Samworth Brothers Charity Challenge first ran in 2007 and runs every other year. Since 2007 the event has raised over £2.4 million for charitable causes. This year's event is being run in Ambleside in the Lake District on the banks of Lake Windermere.

Teams of four from Samworth Brothers, its customers and suppliers compete over 9 hours in a single day. The event consists of an adventure race where teams collect points by paddling, trekking and cycling around a route designed by our event partner, Questars. This year, we also have an elite team made up of top-notch adventure racers. Each team selects their own charity and pledges to raise a minimum of £2,000 for them.

The day finishes with a prize giving, celebratory meal prepared by Samworth Brothers Development chefs with entertainment from a live band and bar.

In 2022, the Samworth Brothers Challenge team presented four local charities in Merthyr Tydfil with a total of £50,000 to help with their work in the community. This year we are supporting two local charities, Springfield in Kendal and Project John in Barrow-in-Furness, and we will announce the awards at our celebration dinner on the 18th May. Please give generously to support these great causes!

WITH THANKS TO OUR SPONSORS

The Charity Challenge could not take place without the support of our sponsors listed below. As well as monetary donations, sponsors supply goods and services such as transport and linen – many thanks all!

GENERAL TIPS

Plan ahead – know where you are going next, so you continue to move rather than stopping at checkpoints. This helps maintain a good rhythm and does not advertise the checkpoint location to other teams!

Use the hills for planning – hills are hard, so it is a great time to take a close look at the map as you will be travelling slower.

Plan a route, plan to change – plan some options if your race is going better or worse than expected.

If you get lost... – if the map does not match the landscape around you, you are probably lost. Retrace your steps to your last known point and try again. It is better to do this immediately rather than plough on!

Stay connected to the map – take notice of the terrain and tick off landmarks and features as you navigate through.

Don't assume others know where they are going – I once followed another runner for 2km before finding out they were on their morning jog!

Mark-up your map – use a highlighter pen to mark your planned route and take a pen with you to cross off any dummy checkpoints and to readjust your route if required.

Don't travel faster than you can navigate – it is better to go slower in the right direction, than faster in the wrong direction.

WITH THANKS TO OUR TEAMS & VOLUNTEERS

This year we have over 100 teams competing over the two weekends and over 50 volunteers. All the teams have been working hard training for the event and raising money for their chosen charity. Some colleagues have been competing in the event from the start and some will be competing for the first time. Good luck to all teams competing! For more information on the teams click the QR code below.

