

# STUCK FOR CONTENT

FOR YOUR **FACEBOOK** GROUP, BLOG OR **TWITTER** FEED?

NOW YOU'VE DECIDED TO RAISE MONEY FOR THE ROYAL BRITISH LEGION IT'S TIME TO TELL EVERYONE ABOUT IT.

## WHY NOT TRY THE FOLLOWING...

1. Make the story about YOU, as well as the cause. Explain how difficult this challenge is for you, what is unique about it or what is your personal reason for going on this journey?

Whilst taking some time out on the sofa feeling really very rough I was reflecting on the multiple reasons that it is so important for me to do this I am quite surprised at the results.

I want to raise money for a great cause  
I want people to be proud of what I have achieved  
I want to be able to look back and be proud of what I have achieved  
I love organising and having goals

2. Countdown to your event – remind your supporters how long you have to go until the big day!

4 DAYS TO GO  
Justgiving.com/pyrenee-exped — with Matt Cox and Martin Fenlon.



3. Training updates!



Deceptively benign looking. Do not be fooled.

4. Interesting facts relating to your challenge – particularly ones which will highlight how challenging/unusual/amusing your event really is!

WEDNESDAY, 28 MAY 2014

### Who-ooo are you...Ventoux, Ventoux?

Since I announced this nonsense to the world I have people stopping to ask me\*, "What is this Mont Ventoux Challenge of which you speak? Do you have any sponsorship links?". Well, I'll tell you, and I hope you're sitting comfortably:

- There are three roads up to the summit at 6300 feet and to complete this challenge you need to ride each climb twice in the same calendar day. So that's 6 x 14 miles at an average gradient of 9%...same as cycling from Preston to Carlisle...up a 9% incline. Looks like someone's got an early start, hah-hah-d'oh!

- The total amount of cycling is 170 miles and the total amount of climbing is 29,500 feet. Mount Everest stands at 29,029 feet. The only good news that I can take from this is that half of those 170 miles are downhill. You can't exactly relax though, especially given that the first descent will be in the dark...I have been warned about various nocturnal animals darting out in front of you. Oh deer.

5. Updates on how you are being supported by The Royal British Legion. Has your fundraising pack just arrived? Show your followers what you've received!



LIVE ON 

Registered charity number: 219279



