

Launched in November 2010, the Gold Challenge is a charity challenge in which people take on Olympic and Paralympic sports to raise money for their chosen charity.



It has two main objectives: to inspire people of all ages and physical ability to play sport, and to raise substantial sums of money for charity.

Gold Challenge is part of the official mass participation legacy programme for London 2012 – Places People Play.

The Gold Challenge works with the British Olympic Association, Sport England, **sport**scotland, Sport Wales, ParalympicsGB and the National Governing Bodies of the Olympic and Paralympic sports.

Our aims through the Get Active Strategy for Bath and North East Somerset are:

- To support people to become physically active, particularly focusing on those who are currently inactive; and achieve the recommended levels of physical activity required to benefit their health
- To provide programmes for people who are currently active, but not achieving the current recommended levels, through encouraging them to become members of clubs or through more regular recreational activities with family and friends
- To support people who wish to challenge themselves to achieve more than they thought possible, whether through personal challenge or sporting achievement

We hope that the Gold Challenge will help to do this by:

- inspiring people in Bath and North East Somerset of all ages and abilities to participate more in physical activity and sport;
- increasing membership of clubs and sporting organisations as the demand rises for opportunities in different sports.

**What will you be  
inspired to do for  
London 2012?**

## Four Simple Packages

- **Olympic/Paralympic Sport Challenge** - learn 5 or more sports
- **Gold Challenge Time Trial** - five events against the clock (over 16s only)
- **Family Activity Challenge** - learn one sport, take part in two others
- **2012km Challenge** - record 2012km through any combination of run, swim, walk, sail, canoe, row, horse-ride, cycle



There is more information about the Gold Challenge go to [www.goldchallenge.org](http://www.goldchallenge.org)

For more details about how to get involved in Bath and North East Somerset please contact:

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