

## **Farmstrong Challenge crosses the finish line with over 630,000kms travelled**

Farmstrong congratulates all those who took part in the first ever Farmstrong Challenge with 1,003 participants collectively travelling 633,216kms over 13 months.

The Challenge promoted the benefits physical activity can have on farmers' overall health and wellbeing, with participants making a pledge on the Farmstrong website to run, walk, cycle or swim a distance and then committing to deliver on that pledge.

The Challenge was based on research which shows that when people publicly commit to something they're more likely to carry it out.

"We're rapt with how the Challenge has gone," Farmstrong spokesperson Gerard Vaughan says.

"Physical movement goes a long way to helping you to relax and unwind from the day-to-day challenges of farming. If you're joining with others this also helps you connect with friends and get off the farm, which many farmers have told us they struggle to do.

"Involvement in the Challenge and the events around it really showed the spirit of rural communities, as farmers connected with friends, workmates or family members and encouraged them to get involved.

"We congratulate everyone who participated in the Challenge - in particular those who dusted off gear for the first time in a while and rediscovered the benefits of becoming more active," Mr Vaughan says.

Each participant who registered for the Challenge and completed at least 1,500kms went into the draw to win a brand new, hand-built Farmstrong Mountain Bike. The bike is the only one of its kind in New Zealand and is heading to Sam Letham of Ashburton.

Farmstrong is exploring new ideas for future Challenges and is inviting farmers to share their ideas via its website [www.farmstrong.co.nz](http://www.farmstrong.co.nz).

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 Mental Health Foundation  
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