

Media Release
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Sam Whitelock 'Locks In' support for Farmstrong

Farmstrong is pleased to announce that Sam Whitelock has joined the rural wellbeing programme as an ambassador.

Sam grew up on a farm in the Manawatu and through Farmstrong will draw on that experience, along with life as a professional rugby player, to share his strategies on managing pressure and on the importance of looking after yourself.

"I've been really impressed with what Farmstrong's achieved in its first year, so when the opportunity came up for me to get involved I jumped to it," Whitelock said.

"The issue of wellbeing in the rural community is hugely important – and also very timely right now. What's also important is knowing that there are often simple steps we can all lock in to help us get through our day-to-day challenges.

"Personally, there are things I do at home and on the rugby field that help me, and I know these also cross over into farming. I'm looking forward to sharing these and helping Kiwi farmers to live well and farm well," said Mr. Whitelock.

As part of his involvement, Sam is fronting a new Farmstrong initiative – 'Lock it In'.

Through a series of short videos, Sam shares his personal strategies and puts out the challenge for others to find out what works for them, and to then – 'Lock it In'.

Farmstrong is also running a competition via its website to 'win Sam for a day.' The competition encourages farmers and growers and those living within rural communities to submit a positive change that they're wanting to make.

"Sam's tips on managing his physical and mental fitness are right in line with what farmers tell us they want more information on. We know having him on board will go a long way in helping farmers to keep investing in themselves and in turn their family, employees, community and businesses," said Farmstrong's Gerard Vaughan.

"Having Sam join Farmstrong is the icing on the cake of a great first year, with on average 1,000 people a week engaging with us. With Sam's support we're excited about seeing that number lift so we can support more people across farming in New Zealand," said Mr. Vaughan.

For more information please contact

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Sam's video and 'win Sam for a day'

To view Sam's opening video, and for more details on how to win Sam for a day, please click www.farmstrong.co.nz

Sam's remaining videos will be released on Farmstrong's website over the coming weeks.

Farmstrong's First year stats

Below is an info-graphic on Farmstrong's first year. If you'd like a high res copy of this, please email, media@farmstrong.co.nz . To support the info-graphic, please find included some a high level snap shot of Farmstrong's first year initiatives.

Healthy Thinking Tours

With the support of medical doctor and author Dr Tom Mulholland, Farmstrong has – and is continuing - to host free Healthy Thinking workshops across the country. These are two to three hour sessions for farmers, growers and rural professionals and promote the importance of physical and emotional fitness.

Farmstrong Fit4Farming Cycle Tour

In March and April this year a core peloton of 20 riders rode 1,400kms from Ngatea to Bluff to highlight the positive impact physical activity can have on wellbeing. Along the way a number of guest riders joined the peloton including former All Blacks Ian Kirkpatrick and Matt Cooper.

During the ride the peloton stopped at five rural and provincial locations to host a community day which encouraged farmers and growers to get off the farm for a few hours, connect in with others and take part in a fun exercise activity.

Farmstrong Challenge

In support of the Cycle Tour, Farmstrong ran a challenge on its website encouraging farmers and growers to pledge a distance they were willing to exercise, either by; running, cycling, swimming or walking and to enter that distance on the site and commit to it. The rationale behind the Challenge was that people are more likely to carry out a promise if they publicly declare it.

Comedy Tour

Farmstrong sponsored the 'Sons of a B\$tch – and Mel Parson's' South Island Comedy Tour. The content was rurally focused and shows were hosted in woolsheds. Humour plays a big part in looking after your wellbeing and the shows a great fit for Farmstrong.

Farmstrong at a Glance

The First 12 Months



51,451
Unique
website
visits



6,788
Likes



1,288
Followers



31
Healthy
Thinking
Workshops



1,122
Farmers
attended the
workshops



1,003
Joined the Farmstrong
Challenge



633,216
Total kms traveled



6
Cycle tour event
days



600
People took part
in cycle tour event days



22
Rural comedy
woolshed shows



3,150
Farmers attended
the shows



659
Media articles



30
Media outlets and
publications running
stories

FOUNDING PARTNERS



STRATEGIC PARTNER



CO-FUNDING PARTNERS



OFFICIAL MEDIA PARTNERS

