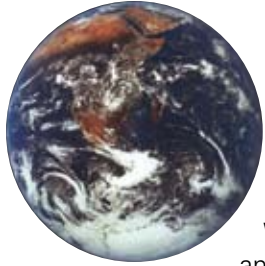


## 3rd Virtual Team Challenge Starts January 1

### Sign Up Your Team Now!



With the holidays behind us it's time to think about the next rowing challenge! We invite you to participate in the 3rd annual international online Virtual Team Rowing Challenge from January 1 – 31, 2008.

Form a virtual team of friends, family, co-workers, old schoolmates or rowing teammates, or you can join an existing team. You don't have to be in same location, hence the name, "virtual team."

The challenge is to row as many meters as you can during the month of January. Each team member contributes meters to the total and it doesn't matter how fast or slow you row.

**Team Divisions:** Teams choose to enter one of the following divisions: virtual (not based on or around a specific physical location), health club, rowing club, school, military and corporate fitness center. Team standings in all divisions will be posted online throughout the duration of the challenge.

**Prizes:** All participants will be able to download a special certificate at the end of the challenge. In addition, team members will have the option of ordering Virtual Challenge shirts and other items from [cafepress.com](http://cafepress.com).

### It's Easy to Participate

1. To create a new team, or to add an existing team to the competition, email [denah@concept2.com](mailto:denah@concept2.com).
2. To join an existing team, set up your personal profile in the Personal Online Logbook if you haven't already done so. Then edit your profile with the name of the team with which you'd like to be affiliated. Select the name of your team from the drop-down menu offered in the section called Club/University Affiliation.

**Note:** We recommend designating a point person for your team. Have your point person include their email address on their profile, so that others can see it. The point person will serve as the contact for people inquiring about joining the team.

## Indoor Rowing for Kids

Concept2 plays an important and effective role in physical education and academic programs. Given the health and fitness challenges facing America's children today, it is increasingly important that kids are introduced to accessible, lifelong exercise – like rowing!

A new kids' team challenge lets students compete virtually with other schools across the U.S. and Canada. Relay teams of five students compete on the indoor rower and post their scores online. The next kids' team challenge starts January 2, 2008. Health clubs, schools, and after-school programs are all welcome to join in the fun! Email [cherylh@concept2.com](mailto:cherylh@concept2.com) to enter.

To support fitness for kids, Concept2 has developed rowing curricula for kids in grades K-12. After-school programs also enjoy the games and activities included in this resource. Visit [concept2.com/schools](http://concept2.com/schools) for a FREE copy.

The Concept2 Indoor Rower:

- Is easy to learn!
- Fits all ages and abilities.
- Allows kids to control the intensity of the exercise.
- Provides outputs appropriate for classroom activities.

### Kids love to row!

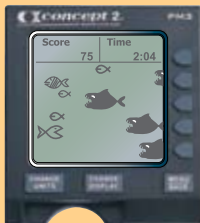
For more information, visit [concept2.com/schools](http://concept2.com/schools) or email Josh Carlson at [joshc@concept2.com](mailto:joshc@concept2.com) or Cheryl Hamilton at [cherylh@concept2.com](mailto:cherylh@concept2.com).



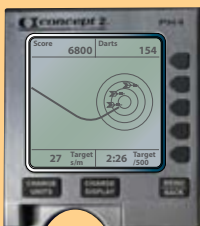
# Go Play a Game!

Have your members discovered the games on our PM3 and PM4 Monitors? The PM3 offers the Fish Game; newer performance monitors add Darts and Target Training. If you have an older PM4, you can download the latest games for free from [concept2.com](http://concept2.com). These monitor games can be a useful component of any training program.

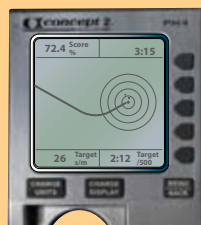
**Fish:** The Fish Game may seem to be the most lighthearted of our games, but in fact, it offers an important lesson. It teaches you how to modulate intensity. In order to make your fish swim up or down to catch prey (and win points) and avoid being eaten (and lose points), you need to be able to alternate quickly between rowing hard and rowing easy. It's not just a question of changing stroke rate but of learning to apply more or less power to the flywheel.



**Darts:** The new Darts game rewards consistency in stroke rate and power output. You get 300 darts to "throw" in a game and your score is calculated just like a real game of darts. A bull's eye is worth 50 points and the next three rings are worth 25, 10 and 5 points each. Whether you are a new rower trying to learn how to be consistent or an experienced rower working to get comfortable at a new pace, the Darts game is a terrific tool for you.



**Target Training:** Target Training is similar to Darts but provides even more of a training tool by allowing you to set your targets for pace, stroke rate and the duration of your row. Target Training offers two options:



- **Just Row:** This option offers an open-ended target training session to allow you to row for as long as you like. Your score will be the percent of best possible score obtainable. A bull's eye is worth 5 points, and the remaining rings are worth 3, 2, and 1 point. Like the Darts game, the target pace will be based on your recent strokes.
- **Advanced:** If you are interested in achieving a target pace and stroke rate, and holding it for a pre-determined length of time, this is the game for you.

If you have an older PM and you're wondering if you can upgrade, you're in luck. The PM4 can be retrofitted to all models of Concept2 Indoor Rower, even the Model A! Check out [concept2.com](http://concept2.com) for pricing and additional information.

# How to Run a Rowing Challenge

## Making the Most of C2 Rowing Challenges at your Club

Concept2 provides everything you need to run a challenge—the goal, the system for tracking meters, the prizes, the competition—but there are little things you can do to make the challenge even more effective. Here is a collection of ideas that we have gathered over the years from participating clubs.

**Decorate!** Whether it's the Holiday Challenge or the Skeleton Crew, add some color to your rowing area. Invite members to contribute items, or do it yourself.



Create an **information board** for challenges. Post the enclosed Challenge poster. Hang sign-up sheets for the current challenge. Advertise challenge kick-off events, etc.



Announce **special themes** for certain days during a challenges. For example, maybe Friday is costume day. Try Funny Hat Day, Crazy Socks Day, Mismatch Day, etc.

Have some special **"rowing parties"** to get all participants supporting each other at the same time.

Set a **Saturday challenge** of keeping your rowing machines busy all day for one weekend. Post a sign-up sheet that covers the whole day.

Play **special music**. Challenge members to bring in their favorite songs around a rowing theme (such as the ocean, water, or beach).

Form **relays** that allow participants to contribute meters as a team.

If you have a computer in the club, visit [concept2.com/challenges](http://concept2.com/challenges) regularly for updates and to see where your club stands.

**Have Fun!**

# Rowing Challenges for 2008

As you look through the enclosed challenge calendar, you'll see that we offer both individual and team-based challenges. Individual challenges are open to anyone with access to a Concept2 Indoor Rower. The only requirement is that participants log their meters in a Concept2 Personal Online Logbook. The logbooks are free and easy to set up.

**Individual challenges** offer great motivation to exercise regularly, and have helped many people achieve both fitness and weight loss goals.

**Team challenges** require each participant to be a member of a team. Teams may be small or large; real or virtual. Team challenges are a great way to build camaraderie and team spirit, and often provide that extra bit of motivation to row longer and harder than you ever thought possible.

## Upcoming Challenges:

### 7th Annual Valentine's Day Challenge

Show your friends and loved ones how much you care about them (and yourself!) by rowing the Valentine's Day Challenge. You will be able to access your choice of Valentine's Day cards to send while keeping fit during this sweet holiday!

Here's how:

1. Row a total of 14,000 meters between 12:01 a.m., February 9, and midnight on Valentine's Day, February 14, 2008.
2. Enter your workout in your online logbook.
3. Click on the Challenges tab in your online logbook to access your choice of Valentine's Day cards to send to your friends and loved ones!

### North American Rowing Challenge

Mark your calendars! The 2008 North American Rowing Challenge (N.A.R.C.) is March 15 through April 15, 2008.

Can your club row more total meters than last year?

If you have never participated in the N.A.R.C. the goal is simple: get as many club members as you can to row as many meters as possible between March 15 and April 15! **All meters must be recorded online.**

### March Madness

For the entire month of March, we will be giving away daily prizes! We will draw the lucky daily winner's name from all people who row at least 5K that day and enter their meters in their online logbook! In addition, we will draw an additional five winners throughout the month from those rowing at least 10K that day.

You can join any time in the month of March and your meters must be entered in your online logbook to be included in the drawing.

### Global Marathon Challenge

The 8th annual Global Marathon Challenge will be held April 16 – 30, 2008. The goal is to see how many people around the world can row a marathon or half marathon during that time period.

Full marathon - 42,195 meters

Half marathon - 21,097 meters

After you row the marathon or half marathon, be sure to enter it as the exact distance in your online logbook to be eligible to receive both a custom certificate and a downloadable heat-transfer image to put on a T-shirt or sweatshirt.

Visit [concept2.com](http://concept2.com) and click on Training & Competition for more information about rowing a marathon.

For complete challenge details or to request an additional 2008 Challenges Calendar, visit [concept2.com/challenges](http://concept2.com/challenges).



## Training Opportunities & Schedule

Interested in becoming a certified indoor rowing instructor? Want to learn more about leading indoor rowing classes such as Rowbics and Roga?

There are numerous training opportunities around the country throughout the year. To find the dates and locations of the trainings nearest you, visit [concept2.com](http://concept2.com) and click on Commercial Solutions.Training & Certification.

# We are Here for You!

We appreciate the investment that you make when you decide to purchase the Concept2 Indoor Rower for your club, and we won't forget about you after the sale! As always, we are available to answer questions, give technical support, offer programming suggestions and rowing challenges that will help keep your members motivated. Call us toll-free at 800.245.5676, 7:30 a.m. – 5:00 p.m. EST, Monday through Friday.



## Sign Up for Our Email List!

You can receive Club News by email throughout the year. Just visit [concept2.com/saveatree](http://concept2.com/saveatree) to sign up.

Don't miss the next issue!



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