

FLYING FERGUS



SUMMER CHALLENGE

NOTES FOR PARENTS

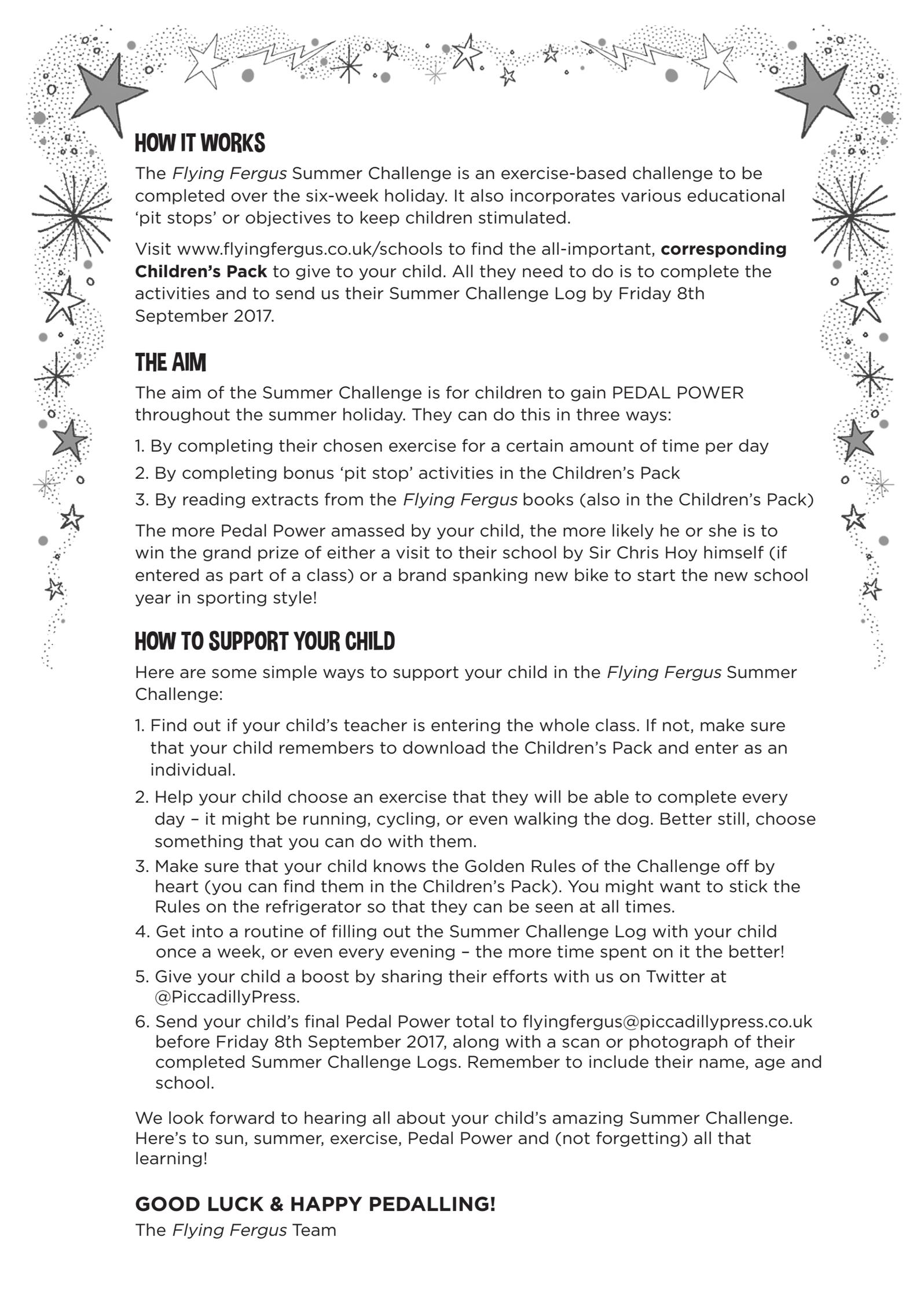
Dear Parents,

Welcome to the *Flying Fergus* Summer Challenge – designed not only to keep children **active** over the summer holidays, but also to ensure that they keep on **learning** during the break.

It is based on Sir Chris Hoy's action-packed, cycling adventure series, *Flying Fergus*, as well as his cycling handbook, *On Your Bike*. It is also inspired by recent research carried out by *The British Journal of Sports Medicine*. The research found that children stop exercising from as young as seven (yes, seven!) years old – having huge affects on health and wellbeing. Here are some facts from the report:

- On average, boys spent 75 minutes a day exercising when they were seven, falling to 51 minutes when they were 15
- The average girl spent 63 minutes per day doing moderate to strenuous physical activity when seven years old, which fell to 41 minutes at 15
- Children aged seven spent half their day sitting, and by the age of 15 this had gone up to three-quarters of their day spent sitting

This is where the *Flying Fergus* Summer Challenge comes in. It offers a structured approach to exercise that incorporates all-important curriculum objectives – guaranteed to keep kids occupied over the summer (and to keep them off your hands!).



HOW IT WORKS

The *Flying Fergus* Summer Challenge is an exercise-based challenge to be completed over the six-week holiday. It also incorporates various educational 'pit stops' or objectives to keep children stimulated.

Visit www.flyingfergus.co.uk/schools to find the all-important, **corresponding Children's Pack** to give to your child. All they need to do is to complete the activities and to send us their Summer Challenge Log by Friday 8th September 2017.

THE AIM

The aim of the Summer Challenge is for children to gain PEDAL POWER throughout the summer holiday. They can do this in three ways:

1. By completing their chosen exercise for a certain amount of time per day
2. By completing bonus 'pit stop' activities in the Children's Pack
3. By reading extracts from the *Flying Fergus* books (also in the Children's Pack)

The more Pedal Power amassed by your child, the more likely he or she is to win the grand prize of either a visit to their school by Sir Chris Hoy himself (if entered as part of a class) or a brand spanking new bike to start the new school year in sporting style!

HOW TO SUPPORT YOUR CHILD

Here are some simple ways to support your child in the *Flying Fergus* Summer Challenge:

1. Find out if your child's teacher is entering the whole class. If not, make sure that your child remembers to download the Children's Pack and enter as an individual.
2. Help your child choose an exercise that they will be able to complete every day – it might be running, cycling, or even walking the dog. Better still, choose something that you can do with them.
3. Make sure that your child knows the Golden Rules of the Challenge off by heart (you can find them in the Children's Pack). You might want to stick the Rules on the refrigerator so that they can be seen at all times.
4. Get into a routine of filling out the Summer Challenge Log with your child once a week, or even every evening – the more time spent on it the better!
5. Give your child a boost by sharing their efforts with us on Twitter at @PiccadillyPress.
6. Send your child's final Pedal Power total to flyingfergus@piccadillypress.co.uk before Friday 8th September 2017, along with a scan or photograph of their completed Summer Challenge Logs. Remember to include their name, age and school.

We look forward to hearing all about your child's amazing Summer Challenge. Here's to sun, summer, exercise, Pedal Power and (not forgetting) all that learning!

GOOD LUCK & HAPPY PEDALLING!

The *Flying Fergus* Team

Flying Fergus Summer Challenge – Parents:

Win a kids bike from Evans and Flying Fergus goodie bag

1. The prize is one HOY brand kids bike from Evans Cycles, up to a value of £300, and a goodie bag, including but not limited to the Flying Fergus books (hereafter referred to as 'the prize').
2. There is no purchase necessary to enter the prize draw other than your standard internet connection service charges.
3. To enter this competition you must provide a valid email address, or if you're under 13 years of age, you must confirm that you have permission to enter from a parent or guardian by submitting their email address.
4. Only one entry will be accepted per person.
5. This competition is only open to residents of the United Kingdom.
6. Entries must be received to the Promoter by 23:59 on 8th September 2017. The Promoter accepts no responsibility for any entries that are incomplete, illegible, corrupted or fail to reach the Promoter by the relevant closing date for any reason. Entries via agents or third parties are invalid.
7. The instructions for entry contained in the adverts publicising this competition form part of the competition rules.
8. Personal information (entrant's name, email address and/or parent's) will not be disclosed to any third party, except for the purpose of fulfilling the prize where applicable.
9. The winner will be notified via the email address they provided before 30th September 2017. The winner must respond within two weeks of the Promoter sending notification to enable us to arrange delivery of the prize. If there is no response after this time, the prize will lapse and the Promoter reserves the right to offer the prize to a substitute winner selected in accordance with these rules.
10. In the event of unforeseen circumstances, the Promoter reserves the right (a) to substitute alternative prizes of equivalent or greater value and (b) in exceptional circumstances to amend or foreclose the promotion without notice. No correspondence will be entered into. All prizes are subject to availability.
11. In the event that prize restrictions cannot be met by the winner, the Promoter reserves the right to withdraw the prize and offer to a substitute winner.
12. The winner will be contacted by the Promoter via the email provided.
13. By entering the competition the winner agrees to allow the free use of their school name and general location for publicity and news purposes in connection with this competition and on the Promoter's website and social media.
14. The prizes are not exchangeable for cash or any other prize.
15. To obtain details of the winner please email enquiries@bonnierzaffre.co.uk stating the name of the competition and the month of the competition.
16. This competition is not open to employees of the Promoter or any associated Bonnier company or their relatives.
17. Entrants agree to be bound by these terms and conditions and by the information in the prize draw announcement. If the terms of the prize draw announcement and these terms conflict, the prize draw announcement details prevail.
18. The Promoter has organised this competition in good faith and does not accept any liability relating to the prize.
19. The rules of this competition shall be governed by and construed in accordance with the laws of England and the courts of England shall have exclusive jurisdiction in relation to any disputes arising therefrom.
20. The Promoter is Bonnier Zaffre Ltd, 80-81 Wimpole Street, London, W1G 9RE.