

Train and **crunch it out** by Friday 5th May

Help us save lives
Join the **LoveYerGuts Challenge**



Let's Kick Cancer
in the Guts

Get Crunching to save lives!

Can your staff do
50 crunches in 5 minutes?

Challenge them to put themselves to the test in the 'LoveYerGuts 50 in 5 Challenge' by 5pm on Friday May 5th - to raise much-needed funds and awareness of Gastro-intestinal cancers.



WIN

Great prizes worth over \$7000
whilst helping to save lives!



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Crunch Day
Friday May 5th



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Corporate businesses have a great opportunity to make a difference. Encourage your staff to focus on their health, whilst viewing the LoveYerGuts 50 in 5 Challenge as a team building opportunity.

They can sign up as a Team or as Individuals, then get sponsored to do at least 50 gut crunches (sit ups) in 5 minutes, by 5pm Friday May 5th.

Help raise critically needed funds to make a difference! We aim to raise **\$150,000** so we need your help!

Why it's so important to be gutsy?

Your support will improve outcomes of GI cancer, by helping GICI (the Gastro-Intestinal Cancer Institute) fund vital clinical research and raise awareness. Proceeds from the LoveYerGuts campaign and 50 in 5 Challenge will help increase the chance of survival of GI cancers. [Learn more about GICI.](#)



5,000 gastro-intestinal cancers are diagnosed each year in New Zealand - more than breast or prostate cancer. Over half of those affected, die within five years.

LoveYerGuts

'50 crunches in 5 minutes' Challenge

- When:** From Monday 27th March, you can sign up to the Challenge, then by Friday 5th May complete your Challenge and update your sponsors!
- Where:** You can do crunch training anywhere; at the office, at home, in the park. The options are endless - it only takes 5 minutes each time to see how many more you can do!
- Prizes:** Worth over \$7,000! By participating in the '50 in 5 Challenge' by 5pm on Friday May 5th, you're in the main Prize draw for a luxury trip to Samoa worth \$6,500! (Prize details: www.loveyerguts.co.nz)



You can choose to do any or all the following:

- ✓ Create a Corporate Team
- ✓ Make a Corporate Donation
- ✓ Motivate your staff to sign up as Individuals



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**Gastro-Intestinal Cancer
cannot be ignored!**



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Corporate Team Challenge

Create a Corporate team and fundraise together. To help with motivation, you could set some fun 'in-house' challenges - e.g. 5-minute training sessions, or 'crunch off' sessions to 'out-crunch' your colleagues.

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To sign up a Corporate Team, go to www.Loveyerguts.co.nz - click on **Sign Up**, then 'Create a gutsy team'.

Team Building & Team Challenge Ideas.

To help with motivation, you could set up some fun 5-minute training, or 'crunch off' sessions for team members to try and 'out-crunch' each other. By setting up group training sessions, you'll encourage your staff to focus on their gut health.

Inspire team building and scale up your fundraising, by signing up multiple teams from your organisation and setting cross-team challenges for maximum motivation. Discover which team can do the most combined crunches and raise the most money during the challenge on Friday May 5th.





Fundraising

- ♥ When you sign up, you'll get a Team LoveYerGuts webpage. To motivate potential sponsors, send the webpage link to friends, family, work colleagues.
- ♥ Leverage your corporate social media platforms to shout out about your participation in the LoveYerGuts 50 in 5 Challenge.
Tags: #LoveYerGuts #GutsyForGici #CrunchDay #Gutsy #GutsyChallenge
- ♥ Your organisation could support staff efforts by matching what they raise on their individual Challenges, or by sponsoring them for a set amount per crunch – that's a win-win!
- ♥ Encourage awareness-building through encouraging and supporting your staff to share their progress as they train – raising awareness as well as funds, is the goal.
- ♥ We would appreciate it if you could update your customers on what you are doing to support LoveYerGuts and inspire them to participate too, or to donate!

Donations

Feel free to donate direct through www.Loveyerguts.co.nz
Every dollar counts and Donations are tax deductible!

**Donate
Now**



Get crunching
Prizes worth over \$7,000!



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Individual Challenge

Staff can also sign up as Individuals, at www.Loveyerguts.co.nz
Click on **Sign Up**, then 'Register as a Gutsy person'.

Maximise your fundraising through Sponsors

Sponsors pledge to pay a set amount (from as little as 20 cents) for each crunch an Individual does in the **50 in 5 Challenge**.

♥ **LoveYerGuts Webpage:** When you sign up, you'll get a personal LoveYerGuts webpage. To motivate potential sponsors, send the webpage link to friends, family, work colleagues. The webpage is also where you announce your 50 in 5 result, so that your (per crunch) sponsors can donate.

♥ **Social Media:** Shout out about your participation in the LoveYerGuts 50 in 5 Challenge, and your progress during training (on your webpage as well) - raising awareness as well as funds, is the goal.

Tags: [#LoveYerGuts](#) [#GutsyForGici](#) [#CrunchDay](#) [#Gutsy](#) [#GutsyChallenge](#)

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