

A Twin Weekend Cardio Challenge

Fri 1 – Sun 3
Fri 8 – Sun 10
OCT 2021

Background

Supported by the Philips Foundation and local NGO partners, Philips is once again rolling out its cause-related #WorktheBeat challenge in October 2021.

Now in its fifth year, the challenge will run in parallel in five countries – Egypt, Turkey, UAE, Kenya and South Africa spread over two long weekends (Friday to Sunday).

This 6-day initiative reinforces the commitment by Philips towards better health & well-being while shining a spotlight on Cardiovascular disease (CVD) and motivating lifestyle changes.

During the challenge, residents of the 5 participating countries will collectively try to complete a set number of kilometers – in this case **scaling the height of Mount Kilimanjaro in Kms – (5,895 kms) & Mount Agri in Kms – (5,137 kms) over two long weekends.**

For each milestone reached, **Philips donates a Philips HeartStart Automated External Defibrillator (AED) to a selected local NGO*.**

*Egyptian Red Crescent, Kenya Red Cross, Emirates Red Crescent, Heart & Stroke Foundation South Africa & Children Heart Health Foundation, Turkey (Çocuk Kalp Vakfı)

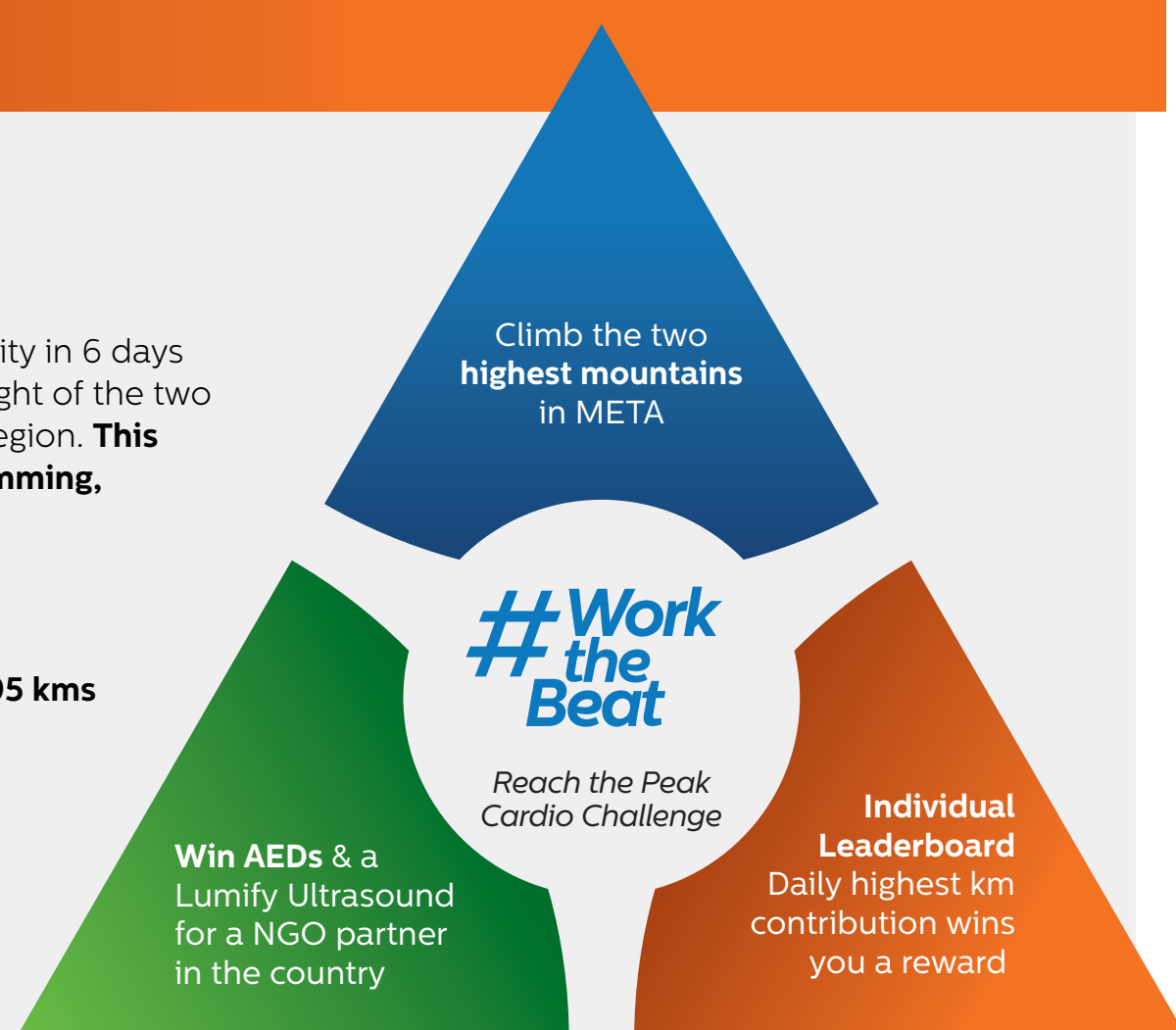
How it works?

- Residents of participating countries take on any physical activity in 6 days (two long weekends) that virtually allow them to scale the height of the two tallest mountains in the META (Middle East, Turkey & Africa) region. **This can be either through running, walking, biking, stepping, swimming, dancing – any activity that gets the heart beating.**

Target for week 1 (1-3 Oct) is scaling Mount Agri: **5,137 kms**

Target for week 2 (8-10 Oct) is scaling Mount Kilimanjaro: **5,895 kms**

- A leader board will be posted once a day (at 09.00 am) on the country specific Philips Instagram, Facebook & Twitter social media handles showing the tally of kilometers achieved as well as the names of individual(s) who have achieved the most kilometers on that day. **They stand to win a Philips gift bag.**



The 5 Participating Countries



Egypt



Kenya



South Africa



Turkey



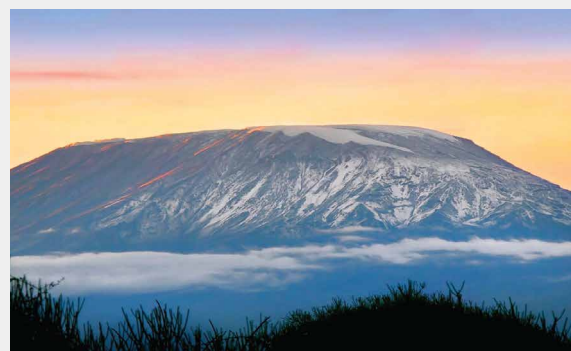
UAE

Your Challenge

- 6-days | Two Mountains**



Mount Agri – Turkey
5,137 meters



Mount Kilimanjaro – Tanzania
5,895 meters

Rules

- Your task is to contribute kms to get your country-team to the top of both mountain peaks.** This can be done through some form of exercise such as running, walking or biking, which will all be measured via an app that shows the kms & the date.
- Participants must use their social media platforms (Instagram, Facebook, Twitter) to post evidence of the kilometers achieved and must include the hashtag **#WorktheBeat** or **#Kalbiniritmi**. Please ensure your profile is **set to public**.
- Please do not use Instagram stories** to post your kms as stories cannot be tracked.
- You can also post this screen grab with the #WorktheBeat or #Kalbiniritmi and the country eg. #TR via WhatsApp on **+44 7723 560552**.
- Teams can trigger bonus points by garnering **2,000 kms daily**.

The Challenge Menu



Run
1km = 1km



Walk
1km = 1km



Swim
1km = 1km



Working out Selfie on Whatsapp = 2km



Cycle
1km = 1km

Opportunities for Bonus Kms

If a daily target of **2000 kms is achieved**, the country-team wins **200 bonus kms** to kick-off the next day.

A selfie of you **working out** earns **2 bonus kms** for your team (max 1 selfie per person/ per day).

Creative, short (fun or educational) videos posted online showing **CPR demos** wins **20 bonus kms** for your team.

1

Every country that reaches the summit's half-way point wins 1 AED for the selected local NGO. If the mountain is summited the country wins 2 AEDs for the NGO and if both mountains are summited 4 AEDs can be won for the NGO.

2

The total kms achieved in that country per day is tallied & showcased daily so everyone can see how the country is performing v/s the targeted kms.

3

A daily leaderboard will be shared per country to show the person(s) with the highest kms of the day.

They stand to win a daily Philips goody bag

4



Every time a CPR video is posted on social media by a resident from any of the participating countries **a bonus 20 kms will be added to that country's tally. Use of hashtag #WorktheBeat is required.**

Everyone who participates stands to enter a raffle at the end of the challenge where they can win Philips products (eg. Sonicare, etc.) There will be two winners.



Daily leaderboards will be posted on Philips Twitter, Instagram and Facebook handles, which are:




EGYPT

-  **Twitter:**
<https://twitter.com/philipsegypt>
-  **Instagram:**
<https://www.instagram.com/philipseg>
-  **Facebook:**
<https://www.facebook.com/PhilipsEgypt>

KENYA

-  **Twitter:**
<https://twitter.com/PhilipsKenya>
-  **Instagram:**
<https://www.instagram.com/philipskenya>
-  **Facebook:**
<https://www.facebook.com/PhilipsEastAfrica>



SOUTH AFRICA

-  **Twitter:**
<https://twitter.com/philipssafrica>
-  **Instagram:**
<https://www.instagram.com/philipssa>
-  **Facebook:**
<https://www.facebook.com/PhilipsSouthAfrica>

UAE

-  **Twitter:**
<https://twitter.com/philipsme>
-  **Instagram:**
<https://www.instagram.com/philipsmiddleeast>
-  **Facebook:**
<https://www.facebook.com/PhilipsMiddleEast/>

TURKEY

-  **Twitter:**
<https://twitter.com/philipsturkiye?lang=en>
-  **Instagram:**
<https://www.instagram.com/philipsturkiye/?hl=en>
-  **Facebook:**
<https://www.facebook.com/PhilipsTurkiye/>

#WorktheBeat Challenge Terms & Conditions:

1. Participants must be residents of either of the 5 participating countries i.e. Egypt, Kenya, SA, Turkey & UAE
2. Participants can opt to take part through running, biking, walking, stepping, swimming or dancing.
3. You must be 16-years and older and above to take part in the #WorktheBeat challenge
4. COVID-19: Participants must ensure they are following current local government guidelines and practice safe social distancing measures.
5. Participants taking part in the #WorktheBeat challenge do so entirely at their own risk and are 100% responsible for selecting a safe route to use for the running/walking/cycling/stepping challenge.
6. We strongly advise that all participants wear appropriate footwear and clothing to ensure their safe and enjoyable participation.
7. The #WorktheBeat challenge involves a level of sustained physical activity. Participants make the decision to take part willingly and must be satisfied that the chosen activity is suitable for them as individuals. Philips cannot be held accountable for aggravation to illness or injury sustained due to participation in this challenge.
8. Participants undertake to indemnify Philips against any loss or damage that Philips may suffer as a result of your failure to comply with the requisite safety measures.
9. Hyperlinks on the Philips social media official pages may direct users to external websites which are maintained by third parties. Philips shall not be liable for the contents and the functioning of such external websites. Philips shall also not be liable for the quality of products or services which may be offered on such external websites.
10. These terms and conditions and the Philips Privacy Policy found on (<http://www.philips.com/privacypolicy>) applies to all personal information that the entrants provide to promoters for the purpose of participating in the competition. The participants also agree that promoters may contact them by any means about the competition. By entering this competition, entrants authorize Philips and its subsidiaries, affiliates, agents or suppliers to collect, store and use, personal information of entrants for communication or statistical purposes. Philips shall not sell, distribute or otherwise share the personal information with third parties, unless required for the execution of the competition.
11. Philips reserves the right to request that images be taken of the winner to be used for publicity purposes in any manner they deem fit, without any further remuneration being made payable to the winner, which request the winner may decline.
12. Unless indicated otherwise, all intellectual property rights to the Philips website and social medial, and the information posted on the website and social medial ("Information") is owned by Philips. Philips' rights include but are not limited to all copyrights, rights to the trade names, word trademarks, pictorial trademarks and logos of Philips.

Work the Beat
Reach the Peak • Cardio Challenge

