What is it?
The South West Coast Path Challenge taking place in October 2015 will set the world record for the number of times we can walk or run the Coast Path in one month.

We are encouraging as many businesses as possible to take up the Challenge and add their miles to our target. Participants can register their personal challenge online or join us on a 10 mile organised challenge in key locations in Somerset, Cornwall, Devon and Dorset, raising money for the South West Coast Path Association and the National Trust for essential improvement and repair projects to the stunning Coast Path.

How can you get involved?
Businesses across the South West are getting involved with the South West Coast Path Challenge to show their support for one of the top tourist attractions in the South West, attracting over 8.6 million visitors to the region, spending over £436 million every year.

- Join in and create your own Challenge of any distance, at any location on the beautiful Coast Path. For example you could celebrate a milestone anniversary (e.g. 20 miles for 20 years), walk between your business locations or create a challenge of your very own. Get everyone involved - challenge your staff, customers or suppliers to add their miles to the record!
- Support a 10 mile organised Challenge event near you as a Local Event Partner, provide volunteer stewards and promote the Challenge at your venue

Benefits for your business:
- Create an event focus for your public relations and social media activity
- Share a great story with your customers and suppliers
- Team Building and social occasion for your staff
- Demonstrate your ethical business credentials by supporting the Coast Path
- Fundraise for your charity of the year

What next?
Just get in touch with us for ideas and to discuss the event in further detail.
Contact Hayley Partridge, Events Officer, South West Coast Path Association
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01752 876940 / 07823355827  www.southwestcoastpath.org.uk

It costs at least £1000 every year to look after one mile of Coast Path