

FLYING FERGUS



SUMMER CHALLENGE

NOTES FOR PARENTS

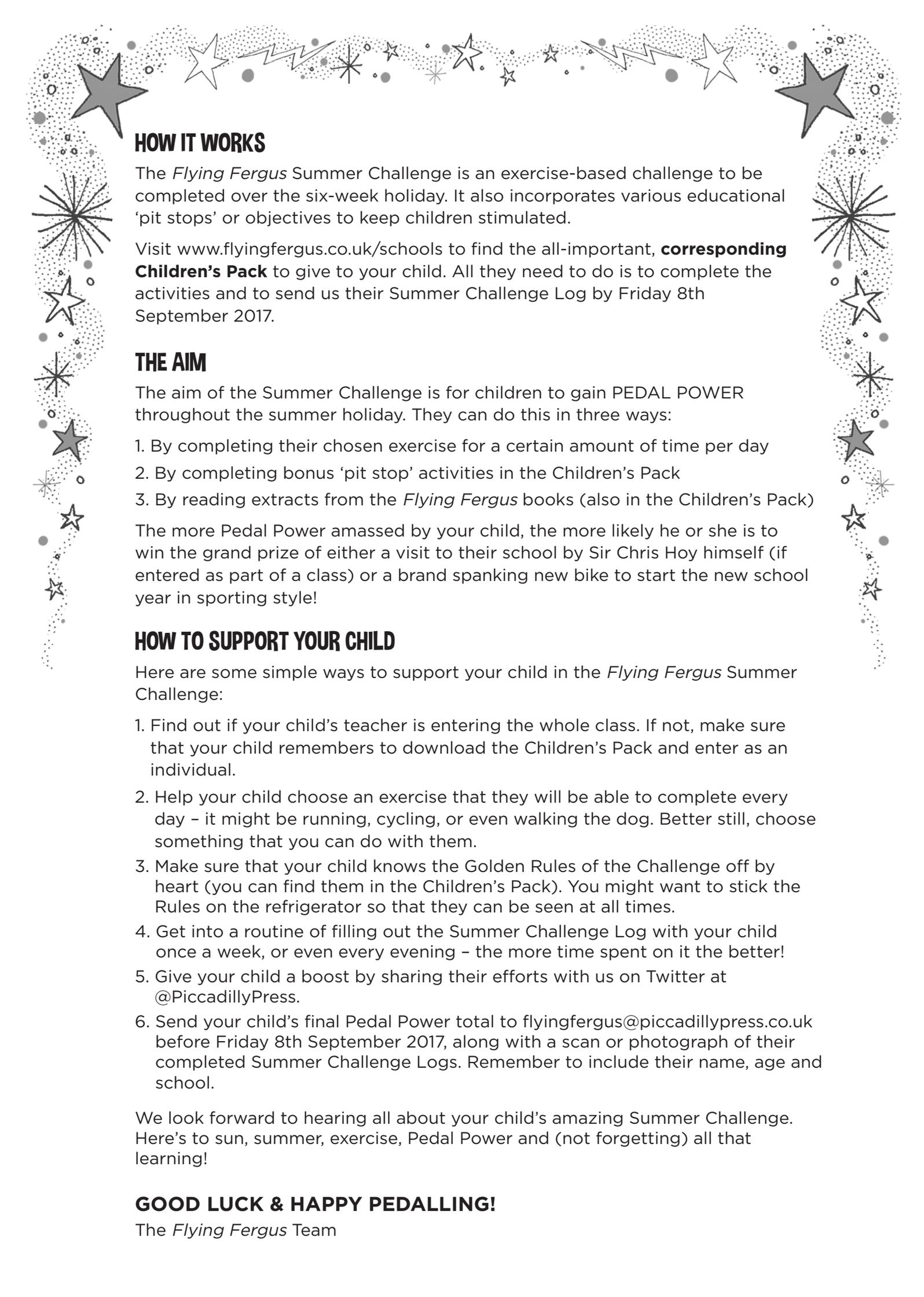
Dear Parents,

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