

How to boost women's participation in long-distance running?

Project PIM Women's Challenge

12. 5. 2012, Martina Kozáková, Prague International Marathon



Prague International Marathon



Women's participation in long-distance running in CZ is lower than in Western countries

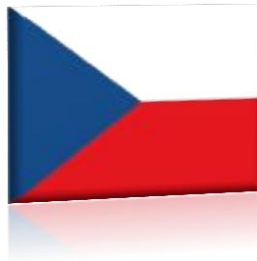
- Marathon



20% x 36%



- Half Marathon

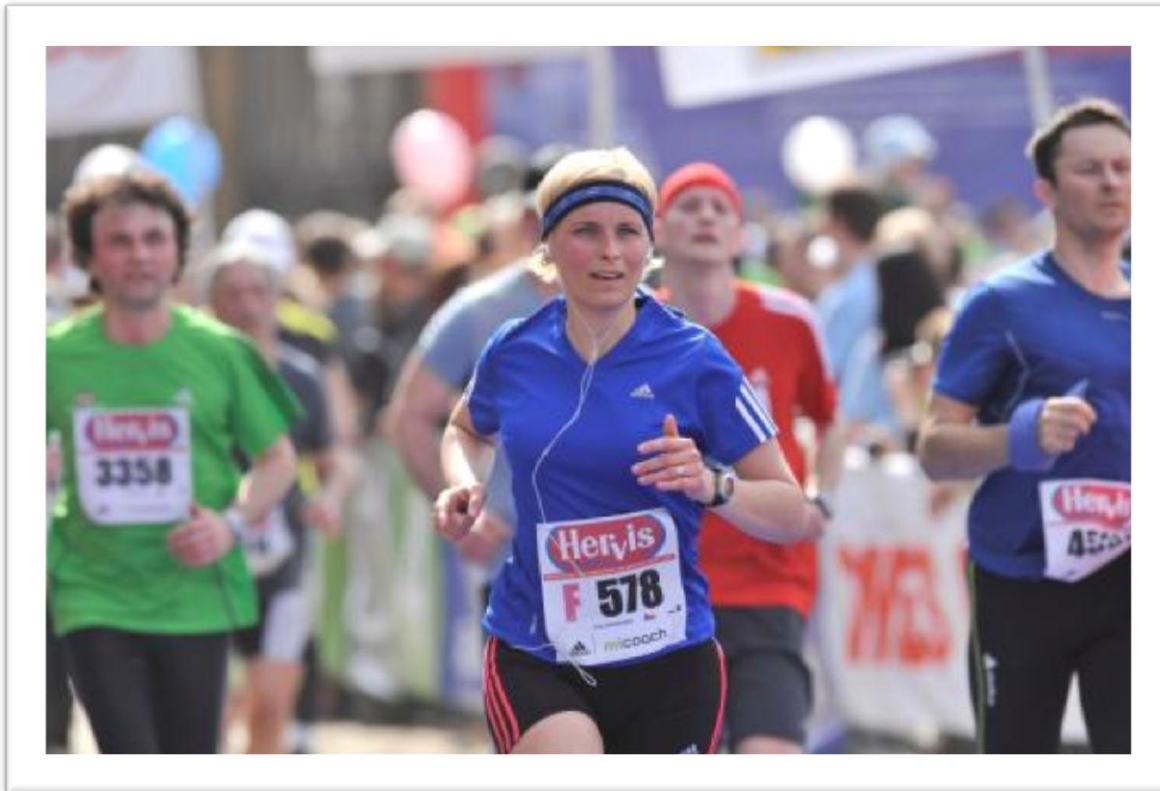


28% x 33%



Women's Challenge is a special project aimed at overcoming barriers and inspiring women to run

- To take the decision to start running
- To inspire and attract through PR as many women as possible



Women's Challenge scheme

WHO

WHAT

1st LEVEL

all women
who applied

- a special training plan
- a start bag
- a designed T-Shirt

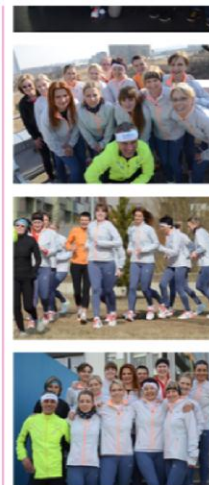


Training plan from 9th to 22nd April

Day	Training Plan
Week 9 April - 15 April	
Mon. 9 April	Free
	10 min (50 - 65% TF max)
	4 min (85% TF max)
Tue. 10 April	2 min (85% TF max)
	8 min (85% TF max)
	4 min (55% TF max)
	10 min (85% TF max)
	10 min (85% TF max)
Wed. 11 April	40 min (65 - 75% TF max)
Thu. 12 April	Free
Fri. 13 April	40 min (65 - 75% TF max)
Sat. 14 April	15 min (50 - 65% TF max)
	120 min (75 - 85% TF max)
	10 min (65 - 80% TF max)
Sun. 15 April	40 min (60 - 65% TF max)
Week 16 April - 22 April	
Mon. 16 April	Free
	10 min (50 - 65% TF max)
	8 min (85% TF max)
	4 min (85% TF max)
Tue. 17 April	15 min (85% TF max)
	8 min (85% TF max)
	20 min (85% TF max)
	10 min (85% TF max)
Wed. 18 April	Free
Thu. 19 April	40 min (65 - 75% TF max)
Fri. 20 April	Free
Sat. 21 April	15 min (50 - 65% TF max)
	140 min (75 - 85% TF max)
	10 min (65 - 80% TF max)
Sun. 22 April	30 min (60 - 65% TF max)

Use the [guide](#) below to calculate the values of your TF max.

Miloslav Škorpil

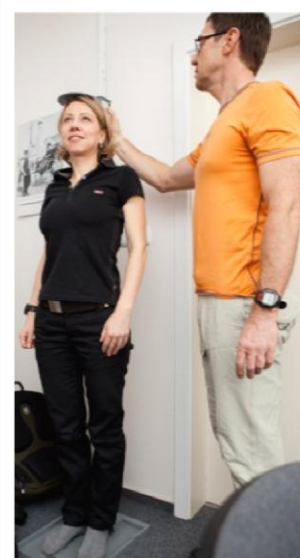
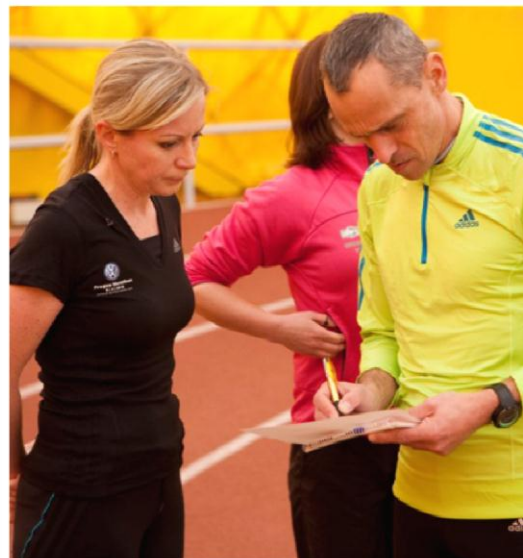


Women's Challenge scheme

	WHO	WHAT
1 st LEVEL	all women who applied	<ul style="list-style-type: none">▪ a special training plan▪ a start bag▪ a designed T-Shirt
2 nd LEVEL	selected women	<ul style="list-style-type: none">▪ fitness tests, trainer▪ regular training sessions▪ support from partners

PR focus







Anyone determined to change their life is a winner

- 1st level – non-competitive
 - final draw among all registered participants
- 2nd level – competitive
 - award for the biggest improvement
 - award for the most attractive woman



It is about setting a personal goal

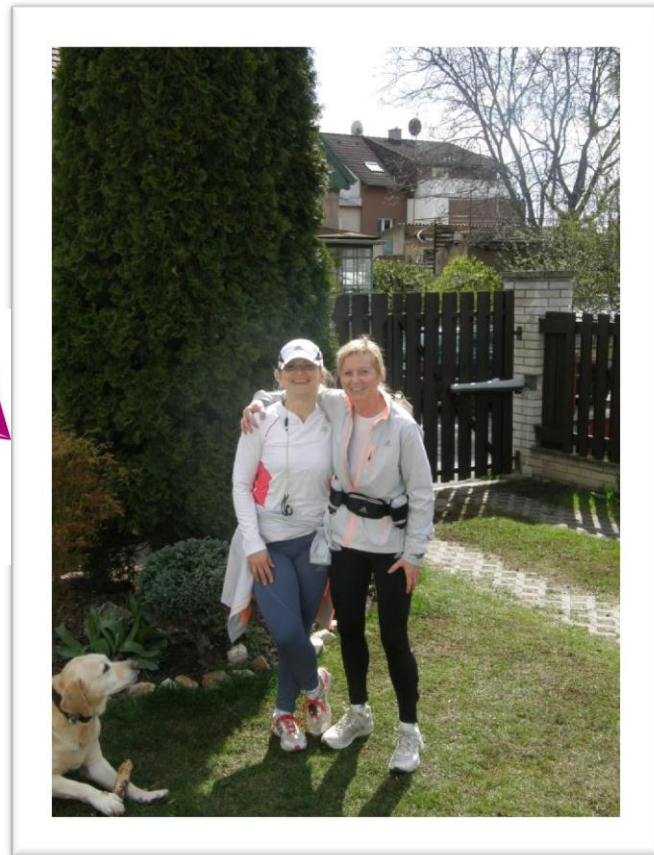
- To gain confidence and being persistent in training
- Δ 5% every year



Jaroslava Hal'ková's personal story



**Women's
Challenge
2012**



Thank you

Martina Kozáková

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