### How to boost women's participation in long-distance running? Project PIM Women's Challenge

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



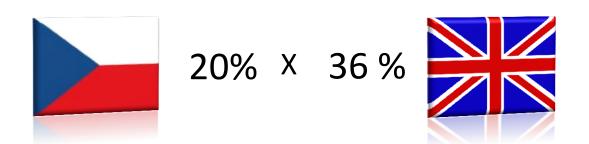
### **Prague International Marathon**



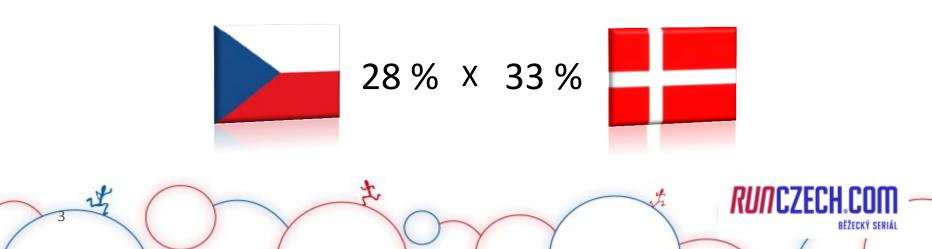


Women's participation in long-distance running in CZ is lower than in Western countries

Marathon



Half Marathon



# 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
1 <sup>st</sup> LEVEL	all women who applied	<ul> <li>a special training plan</li> <li>a start bag</li> <li>a designed T-Shirt</li> </ul>



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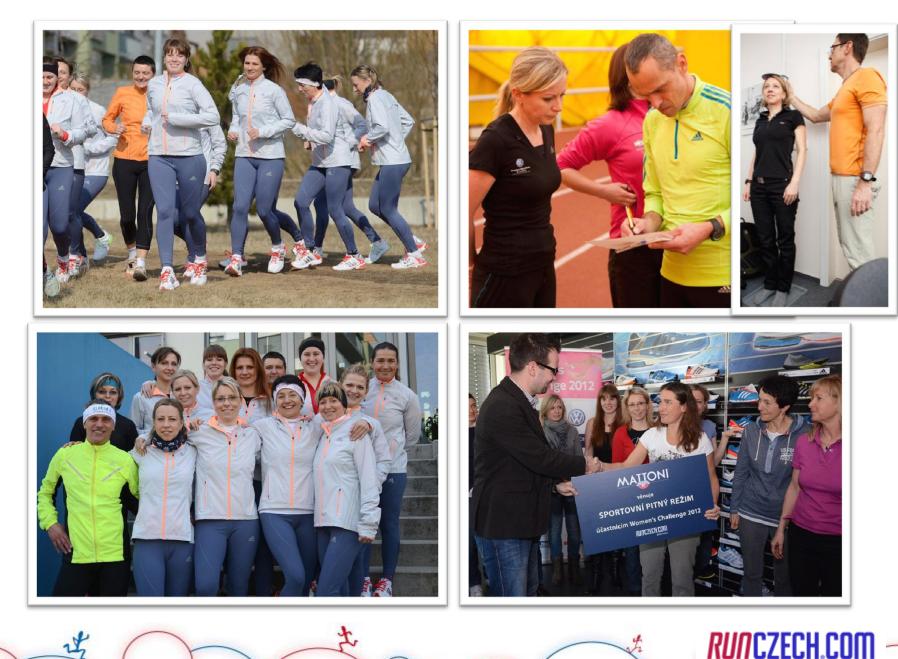
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### Women's Challenge scheme

_		WHO	WHAT
	1 <sup>st</sup> LEVEL	all women who applied	<ul> <li>a special training plan</li> <li>a start bag</li> <li>a designed T-Shirt</li> </ul>
	2 <sup>nd</sup> LEVEL	selected women	<ul> <li>fitness tests, trainer</li> <li>regular training sessions</li> <li>support from partners</li> </ul>
	6 12	PR focus	RUNCZECH.COM BĚŽECKÝ SERIÁL



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## Anyone determined to change their life is a winner

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





### Their stories have generated media interest

## fitstyl\* Katka



Zdolat živatvi plakėžių is nėkdų mrohem 16251 mž zubilitraut marator. naciov ženy klerým se obolí povedlo. Možná bysla ta do nich retekl

### VEKU NEZALEŻ!!

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VICT INFORMACE. www.proplemarathin



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### 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

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