

# Women's Challenge

19 May 2012  
Tallinn, Estonia

Renna Järvalt  
Organizer



# Program

Saturday, 19th of May 2012

- 11.30 Children races
- 13.00 START (7 km run with timing)
- 13.10 START (7 km run without timing)
- 13.20 START (7 km walking without timing)
- 13.30 START (7 km Nordic walking)
- 14.30 Award Ceremony
- 14.45 Concert



Very  
Popular  
Family  
Event

# Target Groups

- Children's races 2-12 yr-old children
  - Prognosis for 2012: 2,500 participants
- 7 km run, walking, Nordic Walking: women, active people between 8 and 70 years of age
  - Prognosis for 2012: 13,000 participants
- Viking Line Men Care
  - Prognosis for 2012: 2,000 participants

**VIKING LINE**

**MEN  CARE**

VIKING LINE

# MENICARE

## Women's Challenge Special

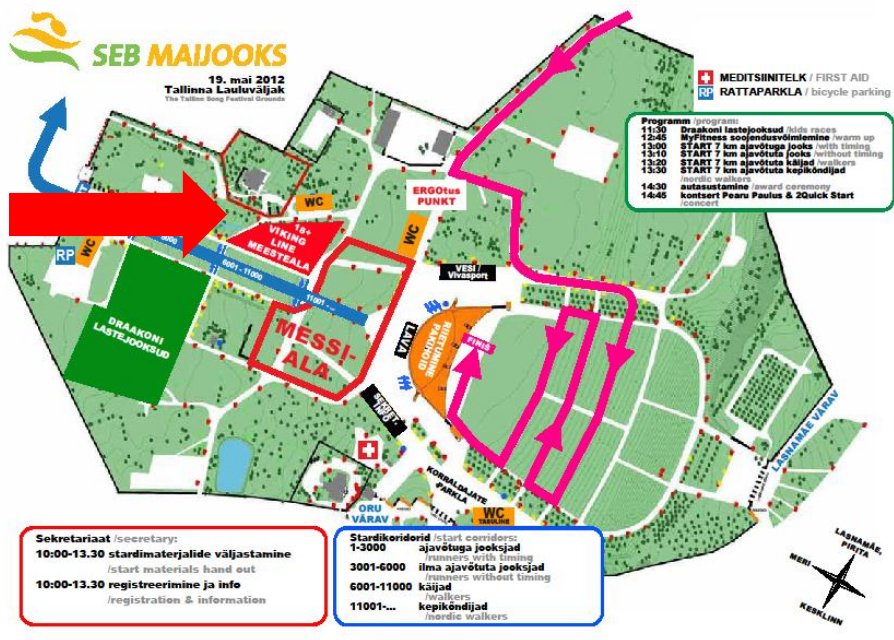
- Men's storage area, depositary, warehouse, collection point, kindergarten





10000 m2

Entertainment Program



Entertainment Program and Different Activities



VIKING LINE

MENICARE

## Games



## Activities





VIKING LINE

MENICARE

## Activities



## Take a Bath





VIKING LINE

# MENICARE

Be strong



18+ Area





VIKING LINE

MEN  CARE

The Most Important Task



## Results

- Very popular area
- Was mentioned many times in the press
- Most remembered promotional area
- Men were very happy about it

We will continue this year...







## ***SEB TALLINN MARATHON***

9th of September 2012

Marathon

Half marathon

10 km

Children races

2011

40% men

60% women

# VIDEO



Thank you for your attention!

Welcome to Tallinn!  
ESTONIA