

FEB  
2021



100 MILES FOR  
FOODCYCLE

**Fluid**  
COMMERCE





# OUR MISSION

## WALK OR RUN 100 MILES

This February Fluid Commerce is walking or running 100 miles to raise money for FoodCycle.

FoodCycle volunteers collect surplus food and cook it in a Ready, Steady, Cook-style making delicious meals which they serve to guests from the local community and there is one just outside of Manchester city centre.



# How to enter

1. Download the Strava App on your phone (you do not need the paid version)
2. Got to 'Explore' and under 'Clubs' search for 'Fluid Commerce'. Request to join -  
<https://www.strava.com/clubs/Fluidcommerce>
3. Donate £10 to the Fluid Commerce JustGiving Page:  
<https://www.justgiving.com/fundraising/fluid-commerce>
4. Let Liz Walmsley know you've donated and she will add you to the Strava Club: [liz@fluidcommerce.co.uk](mailto:liz@fluidcommerce.co.uk)

# How to Participate

1. Before you go for a walk or a run in February, turn on your Strava app and hit 'record' to track the distance
  - a. This will automatically add your activity to the Club
2. Did you forget to hit record? No problem, you can log your activity manually afterwards
- 3. You must log all runs and/or walks for the week before 6.30pm each Sunday for it to be included**
4. Share your progress/fun/pains/successes/top tips in the Strava group or the Slack group - keep each other going!

Note: Strava deletes all club member activity at midnight every Sunday. To keep track across the month, Liz will log all progress in a spreadsheet before the data deletes (hence the 6.30pm deadline). She will share the leader board each week.



# Fundraising

1. Get other people involved! Want to involve your partner/best friend/housemate/bubble buddy? No problem - ask them to donate £10 to the Justgiving page and join the Fluid Commerce club on Strava. Let Liz know so she can admit them into the club
2. Share the word - hit those social media channels, let your friends and family know what you're up to and ask for donations (regular updates are recommended!)
3. Ask your teammates to support you

A woman with blonde hair tied back is running on a paved path in a grassy field. She is wearing a dark blue long-sleeved top, black leggings, and black sneakers with white soles. The background is a blurred green field under bright sunlight.

# Top Tips

## Pace yourself

- If you've not run or walked long distances for a while, then take your time to build up the distance.
- There are 28 days in February, with four whole weekends - plenty of time!

## Log everything

Any walking or running counts as long as you log it on Strava. So, if it's raining, you're short on time or stuck for places to go, try:

- Laps of the garden or your street
- Running up and down the stairs
- Trips around the supermarket
- Walking while on a call or Zoom meeting (you might want to turn the camera off)

A vertical photograph on the right side of the page shows a person's legs from the knees down. They are wearing bright green shorts and a black running shoe with a prominent tread pattern on the sole. The person is standing on a grassy surface. At the top of the page, there is a black rectangular redaction box.

# Top Tips

## Keep it interesting

- Vary your routes
- Ask a (socially distanced) buddy to join you
- Make a running playlist - and share it with your teammates
- Download an audio book or podcast to listen to. You can listen to ebooks for free using Borrow Box - visit your local library website for details

## Be safe

It's February so there's a good chance it will be wet, dark and/or cold so:

- Make sure you are visible with a reflective jacket, flashing arm/ankle band or similar
- Keep to well-lit areas
- Wear a headtorch
- Tell a buddy where you are going and what time you expect to get back
- Take your phone with you (and make sure it is fully charged)



**GOOD LUCK**

GOOD LUCK & HAVE FUN

Any questions?

Get in touch with Liz Walmsley  
[liz@fluidcommerce.co.uk](mailto:liz@fluidcommerce.co.uk)