



CONCEPT2 INDOOR ROWING CHALLENGE RAISES \$26,641 FOR ENVIRONMENTAL ORGANIZATIONS Vermont Company Motivates More Than 5,000 Customers to Get Rowing and Go Green

What does 1,229,697,017 meters equal? For Concept2 customers who participated in the Vermont company's 9th Annual Holiday Challenge, it adds up to \$26,641 donated amongst three environmental organizations.

Every year, Concept2, the leading manufacturer of rowing machines, hosts a Holiday Challenge, asking its customers and indoor rowing enthusiasts worldwide to row either 100K or 200K between Thanksgiving and Christmas. This year's challenge had a new, green twist.

With every meter rowed, customers were not only rowing themselves to slimmer waistlines: those who completed their 100K or 200K goal could convert their meters rowed into dollars and cents to donate to their choice of one of three environmental organizations - The Nature Conservancy, Conservation International, or the Alliance for Climate Protection.

For every person that rowed 100K, Concept2 donated \$.02 for every kilometer (1000 meters) to one of the three organizations. Concept2 increased the donation amount to \$0.04 per kilometer once the participant surpassed 100K. For children and adaptive rowers, the \$.04 rate took place after they rowed 50K.

Rowers entered their meters into Concept2's Online Logbook - a tool that allowed participants to track their meters and see the donations accumulate. Throughout the year, rowers can use the Concept2 Online Logbook to monitor their progress, rank their best workouts, and interact in a virtual community.

"We were impressed by the energy and enthusiasm of this year's challenge participants," said Concept2's Judy Geer. "What impressed us even more was that nearly half of the 5,000-plus people rowed past the 200K mark."

More than 5,300 people participated in total, including 244 children under 14 and 63 adaptive rowers. Together participants rowed a combined 1,229,697,017 meters and raised a total of \$26,641.

"Concept2's Holiday Challenge enhanced my motivation with the added incentive of the company donating to such good causes," said Helen Danby, of Dallas, Texas a challenge participant. "And I loved the set-up in the Online Logbook where I could see the total number of meters rowed by all participants and the overall dollar amount increasing as we rowed along throughout the holidays."

Concept2 extends its thanks to all of this year's Holiday Challenge participants for helping to make this group effort such a success.

For more information, visit www.concept2.com