



*challenge*

**FIGHT  
MIND.**

challenge 27.  
to fight mnd.

why 27?



**take on 27. your way.**

Move your way today to find a cure  
for motor neurone disease (MND)  
tomorrow. Because it takes people.

**27**  
MONTHS

is the average life expectancy  
of a person diagnosed with  
MND

**27**  
DAYS

of dancing, running or  
stretching is all it takes to make  
a difference

**27**  
SECONDS

is all it takes to sign up and  
support a world without  
MND

## about challenge 27

### what is challenge 27?

Challenge 27 is a fitness and fundraising challenge running from 1–27 September. It supports FightMND's mission to find a cure for MND.

### why 27?

While some people can live a long life with MND, the average life expectancy is 27 months from diagnosis.

Challenge 27 is not just about challenging your fitness goals. It's about challenging the Beast and continuing the fight towards a world free of MND.

Whether that's walking every day for 27 days, cycling 27 kilometres, or trying 27 different exercises. It's flexible, fun, and open to all ages and fitness levels.





# challenge 27 mentors

## meet our mentors

This year, you're not going it alone! Join a crew of changemakers and tackle Challenge 27 with your very own Challenge Mentor cheering you on.



**jack reiwoldt - 27 minutes**

Short on time but ready to commit? Join Jack's team and move for 27 minutes daily.



**leanne sklavenitis - 27 movments**

Want to push your limits in new ways? Join Leanne's 27 movements team and embrace a diverse, dynamic challenge.



**katrina blowers - 27 kilometres**

Chasing a big challenge? Whether it's marathons, road races, or elite swimming, join Katrina and tackle 27 kilometres.



# how to get involved

## 1. register

Sign up for one of our challenges individually or tackle it together with your friends, family, colleagues or teammates.

## 3. tailor your page

Adapt your page to reflect what 27 means to you. Add in a new profile photo, page description or blog post.

## 2. set your goals

Choose your fundraising target and all your important fitness goal.

## 4. share your challenge

Share your fundraising page with your community on social media or by QR code. Let people know why you're taking on Challenge 27 and why it's important to you.



## key messages

### **challenge yourself**

Change up your daily routine. Whether you're getting back into the swing of running or keen to test your cycling ability, make those minutes, movements or kilometres your favourite part of the day.

### **be part of a movement**

Your every move makes a difference. Each step, squat, stretch and dollar helps us take one step closer to a world without MND.

### **connect with a community**

Join a group of people who are all about fun and movement. Share your journey, cheer each other on, and celebrate every epic milestone together.





There are so many ways to challenge yourself over **27 days**.

1. Run  
2. Squat  
3. Dance  
4. Stretch  
5. Run  
6. Breathe

7. Cycle  
8. Push Up  
9. Sprint  
10. Box  
11. Climb  
12. Lift

13. Skate  
14. Surf  
15. Paddle  
16. Swim  
17. Row  
18. Skip

19. Kick  
20. Bounce  
21. Balance  
22. Hike  
23. Swing  
24. Jump

25. Play  
26. Strength  
27. And  
many  
many  
more...



hashtags & tags

**share your moves with us and your community**

We're right there with you as you take on Challenge 27.  
The louder you shout, the more we can celebrate you!

Show us your progress on social media using:

**#challenge27**

**@fightmnd**

**#fightmnd**



thank you for helping us move forward  
by getting involved in **challenge 27.**

Every hop, skip, jump and donation supports our efforts to find a cure for  
MND. We can't wait to see how you take on 27 your way.



If you have any further questions get in touch at  
[fundraising@fightmnd.org.au](mailto:fundraising@fightmnd.org.au)

