



BACKGROUND

THE WORLD'S LARGEST FITNESS WORKOUT

April 20, 2012 Guinness World Records™ Event at the Cowichan Sportsplex

Our Purpose

To inspire and motivate our community and students all over Vancouver Island to increase their daily physical activity.

Our Goals

1. To create awareness of the importance of fitness in our day to day lives - especially in the lives of our children.
2. To have 5000 people, of all ages and abilities, participate in a 40 minute Guinness World Record circuit workout at the Cowichan Sportsplex on April 20, 2012.
3. To partner with schools on Vancouver Island and to have them include learning about, and participating in, the Guinness World Records™ event whether in person or by live stream video.
4. To build partnerships with our local business community and service clubs to help inspire the community to participate in the Guinness World Records™ event.
5. To build a Fitness Circuit Legacy Project – a fully accessible outdoor Fitness Circuit at the Cowichan Sportsplex that will contribute to the health and happiness of our community, and help us celebrate Duncan's 100th Anniversary.

What is the Fitness Circuit Legacy Project? It will include a rubberized, fully accessible path, exercise stations, rest areas, picnic tables, shade, lighting and a gazebo (the social hub of the project displaying information and donor recognition). The circuit will start at the outdoor fitness equipment, and wind around the outside of the ball diamonds, past the lacrosse box, along the edge of the pond and back to the fitness equipment.

Why do we need a Fitness Circuit? There are many roadblocks that stop us from being active. We need a safe place to work out at an affordable price. We need the opportunity to participate in activities that are fun and healthy. We need encouragement and motivation from great role models. We need to be taught about how being active will benefit us. The Fitness Circuit and the Cowichan Sportsplex can provide all of this.

How will we benefit from this project? Inactivity creates symptoms like obesity, heart disease, depression, stiff joints, sore muscles and under achievement. When you exercise on a regular basis, these are some of the things you will likely experience:

- Feeling happier, more confident and an overall sense of well-being,
- Improved performance in school, at work and at sports,
- Improved circulation and lung capacity,
- Reaching and maintaining a healthy body weight,
- Stronger muscles, improved stamina and less joint stiffness,

- More energy and less stress,
- Reduced risk for type-2 diabetes, heart attacks, strokes and osteoporosis.

Summary

The Guinness World Records™ Event will bring our community together to learn how fitness is fun and can improve our health and overall quality of life. It will create a sense of teamwork, achievement and community pride. It will put our community and our partners on the world stage with a Guinness World Record™. It will create a lasting legacy with the construction of a Legacy Fitness Circuit. We hope you will join us!

Our Commitment

The Chesterfield Sports Society will harness the energy created by the Guinness World Record™ event and channel it into the construction of an outdoor Fitness Circuit that will build strength and health in our community far into the future. The Society commits to providing the inspiration needed to make this event and legacy project possible and to giving recognition to the partners who help make it happen.

Chesterfield Sports Society Background

The Society was incorporated in 1996 and is celebrating 15 years of community service in the field of sports and recreation. The volunteer Board of Directors manages the day to day operations of the 26 acre sports & recreation facility on Chesterfield Avenue, and oversees the further development of the property to meet the evolving needs of our community.

Our Ambitions

To create a safe place that inspires people to have fun, be fit and enjoy good health,
To provide top quality sports and recreation facilities,
To contribute to a vibrant, healthy economy by hosting sports tournaments and other community events.

Our Guiding Principles

We are WELCOMING - Providing a friendly atmosphere where everyone feels welcome.
We are RESPONSIVE - Embracing innovative solutions to meet the evolving needs of our community.
We are RESPONSIBLE - Managing our resources to ensure they can be enjoyed by future generations.

More Information

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Visit our website: cowichansportsplex.com