



SEASON 14: SEPTEMBER 2019

DETAILS & DATES!

Cost, group training options, key dates and next steps!

Beat the Couch is a beginners running program that aims to get people who are currently unfit (or who have a lower level of fitness) off the couch and 5k fit in 10 weeks. It's brought to you by Natural Ltd and includes lots of nutrition support too. We're now on Season 14, with over 850 people completing the challenge so far – you can be next! As always, we're aiming for a big crowd with lots of new faces and of course grads from previous programs too. If you are looking for way to get your fitness started (or re-started) with amazing people and tons of camaraderie, then this is for you!

Season 14 will run as usual with an amazing coaching team, including Sergio White (who has been with us since day 1) and now Dawn Berry, Graham Smith and Yves Paul too! We also have chiropractic support from all the doctors at Inside Out Wellness Centre (Reid, Craig, Danielle & Kyle) who have been incredible allies in injury prevention and rehabilitation. Collectively our trainers and chiropractors have a HUGE amount of experience coaching beginner runners so you're in extremely good hands! You'll also have social training and expert nutrition guidance as usual from me (Catherine Burns).

BTC Kids: we've had a LOT of requests for a kids version of Beat the Couch. We're still working on the magic formula and are planning a pilot through some of Bermuda's schools for Season 15. However, in the meantime, if you have a 12-year-old or above that would like to take part, we are happy to accommodate them free of charge (10 places available.) They must take part alongside a fee-paying adult who needs to be responsible for bringing them to training.

COST

\$397 for first-time individuals, \$357 for teams (per person) and \$347 for Inside Out Wellness Centre clients and BTC grads. There is a payment plan available if necessary. Cost includes:

- Introductory seminar – programme structure, running basics and kit tips
- Nutrition seminar – optimize your diet to support your training
- Optional biometric tracking (weight, percentage body fat, inch loss)
- Five biometric tracking and nutrition drop-in sessions (fortnightly)
- Up to three 45 minute group training sessions per week (30 sessions total)
- Weekly motivational newsletter with updates, recipes and running/chiro tips
- Race day prep seminar
- 5k race shirt
- 5K race entry fee
- 10% discount at Sportseller on your first purchase



GROUP TRAINING OPTIONS (approx 45 minutes including warm up and warm down)

There are 10 options and **you need to pick three**. To manage group size, we need you to sign up to specific sessions at the start of the programme. These are allocated on a first come, first served basis. However there is lots of flexibility and you should be able to swap sessions if need be, especially after the first few weeks. We have never had to say no so far!

Training options:

Monday nights 6.30pm (professional trainer – Yves Paul) meet at Bulls Head Car Park
Tuesday mornings 6.45am (professional trainer – Sergio White) meet at Bulls Head Car Park
Tuesday nights 6.45pm (professional trainer – Sergio White) meet at Bulls Head Car Park
Wednesday lunchtimes* 12noon (social trainer – Catherine Burns) meet at Bull's Head Car Park
Wednesday nights 6.45pm (professional trainer – Graham Frith) meet at Bulls Head Car Park
Thursday mornings 6.45am (professional trainer – Sergio White) meet at Bull's Head Car Park
Thursday nights 6.30pm (professional trainer – Yves Paul) meet at Bulls Head Car Park
Friday lunchtimes 12.45pm (professional trainer – Graham Frith) meet at Bull's Head Car Park
Saturday morning RUNNING CLINIC 9.00am (professional trainer – Yves Paul) in the Botanical Gdns
Sunday morning* RUNNING CLINIC 8.30am (social trainer – Catherine Burns) at Horseshoe Bay

TROUBLE CHOOSING? We suggest participants spread out training sessions during the week to maximize recovery time. For example, pick Monday, Wednesday and a Friday/weekend session, or Tuesday, Thursday and a weekend session. Doing consecutive sessions shouldn't be a problem if the third is spaced out (e.g. Monday, Tuesday, Friday) but try and avoid three consecutive runs.

Weekend running clinics:

These will focus on comfort, skill and running style. **Participants still complete their training runs within these sessions and these clinics DO count as one of the three training options.** We recommend that each person attends one but understand that they won't fit everyone's schedule. Drop-ins to isolated sessions should be fine.

***Social runs:**

These runs are with Catherine who is a relatively experienced runner, but not a professional trainer. These sessions are relaxed, fun, motivating, supportive and get the job done. However, for injury advice, please talk to your professional trainers or book in with one of our chiropractors!

What if you can't make three of these sessions?

You need to do three training sessions per week to keep up with the program. If you can't make three of our times, you have the option of keeping up with excellent (and free) podcasts and training when your schedule permits. Unfortunately we can't offer discounts to those utilizing less than three sessions.

Training goes ahead rain or shine. Hurricanes are the only exception ☺



KEY DATES

Programme build-up:

Wednesday 25th September	Registration deadline
Thursday 26th September	Introductory seminar Programme structure, running basics, kit tips 6 – 7pm Venue: SunLife Financial International Offices (above Washington Mall), Church Street, Hamilton.
Saturday 28th September	<u>Drop in</u> day for biometric tracking (optional) – takes 5-10 minutes Weight, percentage body fat, inch measurements 9.00am – 11.00am Saturday Venue: TBC, but central Hamilton.
Saturday 5th October	Nutrition seminar 9.30-10.30am Optimize your diet to support your training Venue: TBC, but central Hamilton.

Training starts:

<u>Week commencing</u>	<u>Training stage and biometric tracking</u>
Sept 30th	Training week 1
Oct 7th	Training week 2 Biometric/nutrition drop in (1) Thurs 17 th Oct, 12.30-2pm - optional
Oct 14th	Training week 3
Oct 21st	Training week 4 Biometric/nutrition drop in (2) Thurs 31 st Oct, 12.30-2pm - optional
Oct 28th	Training week 5
Nov 4th	Training week 6 Biometric/nutrition drop in (2) Thurs 14 th Nov, 12.30-2pm - optional
Nov 11th	Training week 7



Nov 18th	Training week 8 Biometric/nutrition drop in (2) Thurs 28 th Nov, 12.30-2pm – optional
Nov 25th	Training week 9
Dec 2nd	Training week 10 (buffer/race prep week)
Event:	
Thursday 5th Dec	Pre-event pep talk and preparation T-shirt pick up 1hr at 6.30pm Venue: to be confirmed (but in Central Hamilton)
Sunday 8th Dec	5K race day! (Jingle Bells 5k)
Tuesday 10th Dec	Final biometric/nutrition drop in (5), 9.30-12.30pm - optional

NEXT STEPS

If you have questions, please contact Catherine at Catherine@natural.bm or by calling 5054725.

When you are ready to SIGN UP, please go to the website and complete the online registration form. We will then hold a spot for you while you submit your payment. Please note that your payment secures your place. Spaces may be limited.

Please also note that **if you have a medical condition, you must seek approval from your physician** before participating in this programme. If your physician has any questions, Catherine will be happy to help them directly. If you have a history of injury, we recommend that you check in with one of our chiropractors for a screening. Don't be put off by this as most people are able to proceed 😊.

We're looking forward to working with you!

