



Storm Bowling | Fitness Challenge | January 2018

Can you out step a Team Storm bowler?

It's a New Year, and that means that many of us are trying to get more active this year. Challenging each other is a great way to help us reach our goals. That's why we're challenging you, #StormNation.

For 4 weeks, you'll have the opportunity to submit a video to Storm via Facebook or Instagram telling us why you think you'll be able to outstep a Team Storm bowler for the week. You can also nominate someone you know (with their permission) if you think you know someone who can beat our challenge.

Requirements:

- You must have a fitness tracker that can prove your daily step
- You must sign a fitness waiver before participating in the challenge

How it Works:

- You must submit their videos during the submission period.
- **One person each week will be chosen to a 1-on-1 step challenge with a #TeamStorm bowler.**
- Both the player and the challenger will screenshot their fitness activity dashboard at the end of the day and submit it.
- Players + Challengers will submit videos throughout the week from their workouts/daily life that can be posted on the Storm social media channels to update fans for the week
- At the end of the week the person with the most steps for the week will be crowned the winner of the challenge

Prizes:

- If you are chosen as our challenger of the week and win the challenge against the Team Storm player you will win a Storm Bowling ball of your choice. If you are chosen, but do not win your challenge you will receive a Storm T-Shirt.

Important Dates:

Week 1:

Video submission window opens December 28

Participant chosen January 2

Challenge: January 3-7

Week 2

Video submission window opens January 7

Participant chosen January 9

Challenge: January 10 - 14

Week 3:

Video submission window opens January 14

Participant chosen January 16

Challenge: January 17 - 21

Week 4:

Video submission window opens January 21

Participant chosen January 23

Challenge: January 24 - 28

Good luck #StormNation!