

**Run, Row, Ride…join the brand new virtual fitness event and take on the full length of Britain!**

The Conqueror Event Series – a series of global events that test the mettle and endurance of fitness fanatics the world over, is launching the inaugural UK John O’Groats Virtual Challenge.

The 1,083 mile Lands End to John O’Groats Virtual Challenge challenges teams and individuals to complete the longest route in Britain.

The new online fitness mission is the first event in The Conqueror Event Series and is designed for runners, cyclists, and walkers who want to add a sense of adventure and exploration to their regular exercise sessions. Users track their distances and plot them on a map of the UK to see how far in real distance they have come.

On track to be the world’s largest virtual fitness event of its kind, it is open to individuals and teams such as friends, business groups, sports clubs and gyms. The challenge is designed to help people stay motivated to workout, particularly during the cold winter months when many will be starting training plans for a spring marathon or other endurance event. The virtual nature of the event means that you can complete a fantastic challenge without having to train outside in the gloomy weather.

A unique feature of this event is discovering interesting virtual surroundings on Google Streetview after each distance has been recorded. The map view also shows each individual or teams position as well as the positions of all other challengers. There is also a customisable leader board to add a bit of competitive fun the challenge.

To bring the journey to life, challengers unlock personalised virtual postcards as they pass landmarks such as Stonehenge, Sherwood Forest, Edinburgh Castle and many others.

“Taking on the challenge is a step up from your typical 30 day fitness challenge and shows real commitment to achieving lasting gains from exercise.” says **Adam EL-Agez** the **founder of The Conqueror Event Series**.

The challenge is available online as well as through the 4+ star rated iPhone and Android apps. Both show teams and individuals advancing along a map from Land’s End to John O’Groats every time they go for a run, walk, swim or cycle, although any distance based exercise is accepted, even pogo-sticking and chasing Pokémon.

Challengers can log distances either manually via the app or by connecting a range of popular fitness apps such as Fitbit, Strava, RunKeeper and Map My Run/Ride with more services expected to be added.

Depending on your fitness level, exercise type and number of people in your team (up to 50), entrants can choose to complete the distance in three, six, nine or twelve-month time frame, making it fully accessible to all levels of fitness.

**Adam** says“The LEJOG Virtual Challenge is a fun and interesting SMART goal that helps people visualize their progress towards a real world fitness objective. It’s the perfect tool for people who are training for an event, wanting to set a personal goal or looking for a fun and interesting challenge to do with friends or colleagues”

Challengers can choose from a range of registrations options and can be rewarded with real medals, t-shirts and a certificate of completion.

**For more information on the challenge and price packages visit** [**www.theconqueror.events/lejog**](http://www.theconqueror.events/lejog)

**For press enquiries, please contact stephanie@actionpr.co.uk**

**About**  
The Lands End to John O’Groats Virtual Challenge is the first event of [The Conqueror Event Series](http://www.theconqueror.events) which is the event arm of fitness goal setting app [My Virtual Mission](http://www.myvirtualmission.com). My Virtual Mission has helped over 30,000 people from around the world stay focussed and motivated to exercise. Available on the web as well as through Android and iPhone apps it is utilised by individuals, teams and as a corporate wellness tool, enabling people to put their exercise distances towards a goal.