

GOOD PRACTICE



City

Budapest, Győr,
Kaposvár, Pécs, Szolnok,
Cegléd, Salgótarján,
Váralja, Csákvár,
Debrecen

Organization

Hungarian Leisure Sport
Association

Country

Hungary

Mission

Active & healthy lifestyles

Target Group

Women of all ages

Highlight

A new kind of Nordic
Walking Event open to
any city, worldwide.

Timeframe

One-day event

Budget

Approx. € 5 000 in total,
for the 10 cities.

Nowathlon



What is Nowathlon?

Nowathlon is the combination of two Sports: Nordic Walking and Orienteering.

It was created as a response to an identified need. Since 2009, the National Nordic Walking Program, supported by the government and the Hungarian Olympic Committee, has:

- educated over 200 instructors;
- produced a film (*clip*) and a small leaflet about the sport, the technique and its affects;
- introduced the sport to citizens, schools, to seniors, workplaces, some health institutions (doctors, physical therapists and other professionals of cardiovascular diseases; pulmonary diseases, diabetes, etc);
- published on-line magazines called NOWAZIN (2 review/year = 8 all together until 2014);
- organized a one day conference;
- organized a two-days continuing education for professionals (workshops, trends, exchanging ideas, introducing new products, brand introduction, etc)

It progressively became necessary to launch a new idea that focuses more on citizens and their motivation to be more active. Nowathlon was born.

MAGYAR
SZABADIDŐSPORT
SZÖVETSÉG





Objectives

Nowathlon aims to:

- Bring people having the same interest together;
- Using a new approach to integrate modern with traditional sports (bind the „new“ with the „old“);
- Give the same chance to the youth and elderly;
- Motivate citizens to be active
- Provide a free of charge concept to any city wanting to innovate and organize a new event.



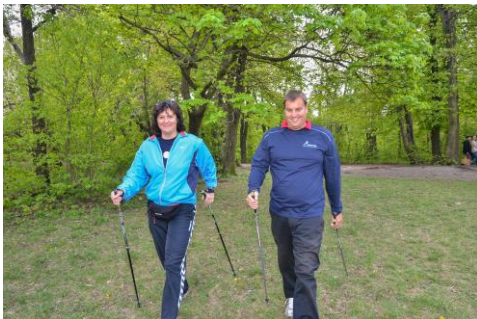
The Event

Participation in Nowathlon is free of charge and possible in team (family, friends, colleagues, etc) or individually. Registration is obligatory: at the start of the event, each team or individual gets an *orientation chip*, Nordic walking poles and an orienteering map showing the route to follow.



The program is launched from a field (forest) and ends at the same place after reaching 10 different stations (about 3.5 km). At each station, the *orientation chip* has to be validated. Among the 10 stations, 5 have specific extra tasks each participant should fulfill (throwing, balancing, stretching with Nordic walking poles, distance estimation, filling in health test sheet, etc.).

Each participating team/individual that completes all tasks and finishes the circuit can be selected by a draw and receive small surprises (many gifts are donated by sponsors) at the end of the event.



To make the event even more colorful, everyone can participate in and try out additional programs like “School of Falls”, 3-1-2 meridian gymnastics, various fitness measurements and practices, or can understand more about special gymnastics for the spine.

Strengths

Nowathlon is easy to organize, open to all age groups and cost-effective. It is easily adaptable and transferable in any city around the world. Since its launch in Budapest, 9 other cities have successfully tried it out in Hungary.

More information:

www.masport.hu

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