BE STRONGER, TOGETHER COLLATERAL PIECES

PRINT

AF_FitnessChallenge-Flyer-8x11

SOCIAL MEDIA

AF_FitnessChallenge-Instagram_Social-Media

AF_FitnessChallenge-Facebook Cover Photo

WEB BANNERS

AF_FitnessChallenge-240x400_Vertical-Rectangle

AF_FitnessChallenge-336x280_Large-Rectangle

AF_FitnessChallenge-250x250_Pop-Up

AF_FitnessChallenge-720x300_Pop-Under

GRAPHIC ELEMENTS INCLUDED

background

Airman Carry

Event Title

Runners

SUPPORTING DOCUMENTS

SMART CARD

Go Ruck Team Team Cohesion Challenge
Program Run Dates: June2014-Dec 2014

Key Messages:

- This program was created to give our Airmen an opportunity to participate in Adventure Race type events while incorporating the Five C's of Comprehensive Airmen Fitness – Caring, Committing, Connecting, Communicating and Celebrating.

Key Facts:

- The GoRuck Light is designed as an introduction to the team-based training found in Special Operations.
- The activities are NOT a race. It is a teambuilding event for the participants.
- Event will be approximately 4-5 hours in length
- Physically demanding race through the use of calisthenics and other exercises/activities
- Race will cover an overall distance of 7-10 miles
- contractor hence forth known as the "Cadre" will design the course the day before the Event and move with the team in order to help the team work through the obstacles and activities faced by them throughout the Event.

Implementation/Action

- AFPC/SVI will provide FSS/CC's w/ program implementation guide, and an advertising/publicity toolkit
- To enter, go to your local participating Outdoor Recreation Center/Fitness Center

Resources/Links

- For FSS Marketing Offices: www.usafservices.com/downloadcenter

AFPC/SVKB MARKETING POC: KEVIN IRIARTE kevin.iriarte@us.af.mil