

# THE SQUAT CHALLENGE



The FSHD Global Research Foundation is proud to launch their new initiative “Muscles for Muscles”.

The aim of this campaign is to build muscles for those who can't and to drive awareness, empathy and support in funding medical research for treatments and a cure for FSHD muscular dystrophy. This challenge is bigger than just fundraising, it is personal to the one million people and their families living with FSHD. They need your help to find treatments and a cure.

## GYMS & PERSONAL TRAINERS

**The Squat Challenge is ideal for anyone and everyone including gyms and personal trainers.**

### Why do the squat challenge?

- No cost and easy to get involved.
- Provides a positive community environment where people encourage each other.
- Gives your clients something new and exciting to be a part of.
- Allows your people to learn and raise awareness about FSHD and raise donations to ultimately find a cure for this debilitating disease.

### There are 3 steps to getting your gym involved:

1. Register as a participant (you will then be the team captain).
2. Create a team (super easy to do once you have registered).
3. Invite people to join your team (through sharing your team's link via email, social media, SMS etc).

### Ways you can complete your squat challenge:

- Part of your gym or class warm up.
- Run a Super Saturday competition - range of WODs, classes and sessions that incorporate squats.
- Have a daily squat target that needs to be completed after every workout.

### What squats can you complete?

- Jump squats, Pistol squats, Frog squats, Front squats, Back squats...the list goes on.
- You are the experts - show us what squats you can do!



### How we can help you build your business!

- Gain new clients.
- Build on your business reputation for supporting a good cause
- Add something different for your clients.
- Create a positive workout environment.



**The Squat Challenge is a unique way to engage people in understanding muscular dystrophy:**

**GET FIT  
(AND A NICE  
BOOTY)!**

**LEARN  
ABOUT  
MUSCULAR  
DYSTROPHY!**

**CONNECT  
& HAVE FUN  
WITH YOUR  
CLIENTS!**

We want to achieve 1 million squats representing the number of people living with FSHD worldwide!

**REGISTER TODAY!**

<https://fshdglobal.org/muscles-4-muscles/>