

Are you ready to take the #WorktheBeat Virtual Challenge?

BACKGROUND

Supported by the Philips Foundation and in collaboration with the Kenya Red Cross (in Kenya), the Egyptian Red Crescent (in Egypt) and the Heart & Stroke Foundation SA (in South Africa), Philips is once again rolling out the Back to Rhythm (B2R) cause-related campaign in October 2020, however, given the current pandemic, we have decided to do the campaign virtually and are accordingly rebranding the campaign as #WorktheBeat Challenge.

The #WorktheBeat challenge runs in parallel in three countries – Egypt, Kenya & South Africa between Saturday, 10 October to Friday, 16 October, with a grand Finale activity taking place on Saturday, 17 October 2020.

According to the World Health Organisation, Cardiovascular disease (CVD) has reached near epidemic proportions in Africa with an estimated 17.7 million deaths being due to CVD. Through the #WorktheBeat challenge Philips aims to curb the onset of heart related diseases by promoting healthy living and active lifestyles, rewarding consumers who make conscious decisions to help prevent CVD.

#WORKTHEBEAT CHALLENGE OBJECTIVE

This is a 7 day challenge starting on Saturday, 10 October and ending on Friday, 16 October 2020 to get residents of Egypt, Kenya & South Africa to achieve a cumulative target of 10,000 kilometres per country – either through running, walking, biking, stepping – motivated by local influencers.

#WORKTHEBEAT CHALLENGE RULES

1. The challenge is open to residents of Egypt | Kenya | South Africa.
2. The challenge is for a period of 7 days – Saturday, 10 October to Friday, 16 October 2020
3. Within the 7 days of the campaign, the residents of Egypt | Kenya | South Africa are challenged to cumulatively rack up 10,000 kilometres (ten thousand kilometres) by taking on any physical activity like cycling / running / walking / stepping to contribute the kilometres.
4. There will be a daily leader board posted once a day (at 10.00 pm) on the country specific Philips Instagram, Facebook & Twitter handles* showing the tally of kilometres and the person(s) with highest kilometres achieved on that day.
5. The daily kilometres tally starts at 06.00 am and the cut-off time for the daily posting is 10.00 pm.
6. The person with the highest kilometres per day from Saturday, 10 October to Friday, 16 October 2020, in each country wins a Philips goody bag.
7. Everyone who participates in the campaign stands to enter a raffle where they can win a Philips gift hamper.
8. The NGO partner in the country – Egyptian Red Crescent | Kenya Red Cross | Heart & Stroke Foundation SA stand to receive 1 (one) Philips HeartStart AED for every 2500 kilometres achieved; to a maximum of 4 (four) AEDs if the full 10,000 kilometres are achieved.
9. In parallel there is a #WorkTheBeat fun challenge running on TikTok – so every time a resident of (Egypt/ Kenya/ South Africa) posts a video on TikTok using #WorkTheBeat, a bonus 10 kilometres gets added to the 10,000 kilometres tally of that country.
10. To enter the TikTok challenge – please go to TikTok and search #WorktheBeat to participate in this fun, short form video challenge.
11. Participants can opt to take part in either or both the #WorktheBeat challenges – running, biking, walking or stepping with a target of 10,000kms per country; and the TikTok #WorktheBeat challenge.

*Philips Twitter, Instagram and Facebook handles are:

EGYPT

Twitter:
<https://twitter.com/philipsegypt>

Instagram:
<https://www.instagram.com/philipseg>

Facebook:
<https://www.facebook.com/PhilipsEgypt>

KENYA

Twitter:
<https://twitter.com/PhilipsKenya>

Instagram:
<https://www.instagram.com/philipskenya>

Facebook:
<https://www.facebook.com/PhilipsEastAfrica>

SOUTH AFRICA

Twitter:
<https://twitter.com/philipssafrica>

Instagram:
<https://www.instagram.com/philipssa>

Facebook:
<https://www.facebook.com/PhilipsSouthAfrica>

HOW TO PROVIDE PARTICIPATORY EVIDENCE

1. Participants must use their social media platforms (Instagram, FaceBook, Twitter) to post evidence of the kilometres they have achieved including the hashtag #WorktheBeat and mark the country specific Philips social media handle:

Philips Egypt ▶ Instagram: @philipseg | Twitter: @PhilipsEgypt | Facebook: @PhilipsEgypt

Philips Kenya ▶ Instagram: @philipskenya | Twitter: @PhilipsKenya | Facebook: @PhilipsEastAfrica

Philips South Africa ▶ Instagram: @philipssa | Twitter: @PhilipsSAfrica | Facebook: @PhilipsSouthAfrica

2. The evidence is in the form of a screenshot of your achieved kilometres as tracked through any mobile fitness tracker of choice (Strava, Adidas, Runtastic among others).
3. Your post must show a screenshot including your name, the date, the time & the kilometres achieved.
4. You must post this on any of your social media platforms (Instagram, FaceBook, twitter) including the hashtag #WorktheBeat and the country eg. #Kenya.
5. You can also post this screen grab with the hashtag #WorktheBeat and the country eg. #Kenya via Whatsapp on number +44 7723 560552.

#WORKTHEBEAT CHALLENGE TERMS & CONDITIONS:

1. Participants must be residents of either of the 3 participating countries i.e. Egypt; South Africa or Kenya
2. Participants can opt to take part in either or both the #WorktheBeat challenges – running, biking, walking or stepping with a target of 10,000kms per country; and the TikTok #WorktheBeat challenge.
3. You must be 16-years and older and above to take part in the #WorktheBeat challenge
4. COVID-19: Participants must ensure they are following current local government guidelines and practice safe social distancing measures.
5. Participants taking part in the #WorktheBeat challenge do so entirely at their own risk and are 100% responsible for selecting a safe route to use for the running/walking/ cycling/stepping challenge.
6. We strongly advise that all participants wear appropriate footwear and clothing to ensure their safe and enjoyable participation.
7. The #WorktheBeat challenge involves a level of sustained physical activity. Participants make the decision to take part willingly and must be satisfied that the chosen activity is suitable for them as individuals. Philips cannot be held accountable for aggravation to illness or injury sustained due to participation in this challenge.
8. The participants acknowledge that Philips is required to close its offices should there be any positive testing from any employees, agents, contractors, representatives, who either were based or visited the office. Participants shall therefore ensure that any and all directions which may be issued by Philips in respect of access to the office will be strictly adhered to at all times.
9. Participants undertake to indemnify Philips against any loss or damage that Philips may suffer as a result of your failure to comply with the requisite safety measures.
10. Hyperlinks on the Philips social media official pages may direct users to external websites which are maintained by third parties. Philips shall not be liable for the contents and the functioning of such external websites. Philips shall also not be liable for the quality of products or services which may be offered on such external websites.
11. These terms and conditions and the Philips Privacy Policy found on (<http://www.philips.com/privacypolicy>) applies to all personal information that the entrants provide to promoters for the purpose of participating in the competition. The participants also agree that promoters may contact them by any means above for the competition. By entering this competition, entrants authorize Philips and its subsidiaries, affiliates, agents or suppliers to collect, store and use, personal information of entrants for communication or statistical purposes. Philips shall not sell, distribute or otherwise share the personal information with third parties, unless required for the execution of the competition.
12. Philips reserves the right to request that images be taken of the winner to be used for publicity purposes in any manner they deem fit, without any further remuneration being made payable to the winner, which request the winner may decline.
13. Unless indicated otherwise, all intellectual property rights to the Philips website and social medial, and the information posted on the website and social medial (“Information”) is owned by Philips. Philips’ rights include but are not limited to all copyrights, rights to the trade names, word trademarks, pictorial trademarks and logos of Philips.

