



50in50 Challenge Q&A

Thanks so much to everyone for getting involved in the 50in50 Challenge! Here's a quick (maybe not so quick) but hopefully comprehensive summary of all the key elements of the challenge. Let us know if any questions at 50in50squad@gmail.com

So, what is 50in50 and what's it all about?

50in50 is a charity fitness challenge set up to raise money for the wonderful Maggie's Centre's and other charities (more on that below). As it has grown, our goals have expanded beyond raising awareness and money for charity to also include:

- *Getting a group of people up, active, and hopefully fit, in January*
- *Creating a little community of like-minded people all from different backgrounds & places, supporting on another and sharing their experiences*
- *And having some fun along the way!*

Last year, I was asked by an ex-colleague who runs who little podcast to record an episode with her and so I did (and hated watching myself back obviously!). No prep or rehearsal, but summarises the challenge, its goals, how it works, and the charity etc. Do take a look or listen and feel free to share:

Spotify

https://open.spotify.com/episode/7LQrvquLR2o7dZzsP79J7D?si=sjMj6zYpTFKfjs_pxcj40Q

Youtube

https://youtu.be/2JrgkK3szLE?si=nizfMWI_5N16lqZZ

How does the challenge work?

The rules are pretty simple.

1. You do **50 workouts in 50 days**.
2. Each workout must be a **minimum of 30 minutes** (but can obviously be more)
3. And **you can double up** and do two workouts in a day to earn rest days to give some flexibility.

So, can I do any type of exercise I like? And what constitutes a 'work out'?

Yes, you can (within reason). I do mainly Bootcamp/HIIT sessions (as for some reason I love that kind of thing!) But you can do whatever you prefer and



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works for you: HIIT, circuits, gym sessions, weights, run, swim, spin, tennis, football/soccer etc.

The caveat is that, as the name suggests, this should be a **challenge** and so should be **hard work**. But there is a lot of flexibility in what that looks like as everyone has different levels of fitness etc. But you should be pushing yourself. It is a challenge for a reason, and by making it tough is how we will come out of it feeling fitter and better for it!

We should not be asking ourselves, 'what can I do to get through this with the minimum effort possible?'. I wouldn't want to sponsor that, and I wouldn't get much out of that personally either! Rather, we should be asking 'How can I push myself?', 'How will I get the most out of this opportunity?'

I know a few people are going skiing in January and so I reckon that 6 hours of skiing counts as your session for that day (but not 12!). So just use your common sense and just what feels right and what is really pushing you!

So, my advice is to be pragmatic and use your common sense. The everyday element is key here. It takes commitment. Rest days are allowed, and you can use those too!

How do you know if I have done the workout?

We don't! But ultimately, we trust you all implicitly. You are all good people! And ultimately is you cheat the system you are really only cheating yourself!

But for those of you who like this kind of thing and want to log, we have set up a Strava Group and you can track and log your workouts on there. It is set up for any workout type and as a goal of 25 hours (50 x 30 mins!) but this should be the be the minimum.

<https://www.strava.com/clubs/50in50challenge2026>



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Alternatively, you can just keep your own tally using the downloadable tracker on the website:

A screenshot of a spreadsheet titled '50IN50 WORKOUT TRACKER'. The spreadsheet has a header row with columns for 'Date', 'Exercise', 'Time', and 'Notes'. Below the header are several empty rows for data entry. The spreadsheet is set against an orange background with the challenge logo at the top.

... or on a smartwatch like a Garmin or Apple Watch. Again, whatever works for you.

What do I do if I am ill, and I miss a few days?

Not a problem. The goal is to get fit and well, not make any illnesses worse. We are allowed rest days anyway. But if any longer, no problem either, just rest up and start again when you are ready to go.

How Can I Access Nicky's Bootcamp Online Group?

A quick bit of background... Nicky McBurney is my PT and a good pal of mine. Despite our friendship, she insists on causing me a great deal of pain and I swear at her a lot (!). She is the Head Coach for the challenge. It is as much her doing as much as mine that this challenge started in the first place! (part of me wishes I'd never asked for her advice on it) and I very much think of her as a co-lead on the challenge (and the one who knows what she's talking about!)

She is a bundle of positivity and really good at what she does. She'll be providing support and advice to the squad during the challenge, as well as super discounted access to her online members' group at <https://nickysbootcamp.com> for the duration of the challenge.

If we can, it would be great if as many of us as possible to join the group so we can join the live group sessions and help with our community spirit. Being online it is obviously accessible globally too.



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With that, not only can you join the group sessions, but also get access to the full weekly programme of online workouts: live or on catch-up and the full back catalogue of sessions (there are a lot!). These are a range of different sessions; HIIT, strength, full body, beginners etc. and you can do at home, when you are travelling, wherever you are, which really helps with getting through the 50.

To sign up, it's a super reduced rate for the full challenge. We will share the link soon.

When does it start and is there a launch event?

We have a **launch day on Saturday January 10th 2026**. This will give us all time to get over the New Year, get back into our normal routines and get going with the challenge and build some good new habits!

And yes, there is. Nicky is kindly running an Online Group Launch event we can all log into on Saturday 17th January once we are into the groove of the challenge. Our goal is that we get as many of us to join this session to bring our little community together!

And Day 50 is on Saturday 28th February! When we will be running a Live End of Challenge Workout too. For those who can make it to Manchester, we are also planning an in-person/online Grand Finale event that day (and possibly one halfway through the challenge!). You just need to join Nicky's Online Group to get access to the group sessions. These will be fab!

What is the Charity? And how do I fundraise?

Maggie's Centres <https://www.maggies.org> is the most incredible charity who do fabulous work supporting people living with cancer and their families when they need it most. We have set up a JustGiving page for donations <https://www.justgiving.com/page/50in50challenge-2026>

For overseas members of the squad, we are obviously very happy for you to raise money for Maggie's or your own choice of local charity as this may mean more to you and potential donators. Ultimately good causes are going to benefit.



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Just share what you are up to and the JustGiving link and let people decide for themselves if they'd like to donate. There is no minimum donation target. No pressure.

What are the other useful web pages for the challenge?

- **WhatsApp group** – a little community for us to share our experiences & updates, support one another and hopefully have a bit of a laugh.
- **FB Group** – <https://www.facebook.com/groups/3092103664255776> - An extension of the WhatsApp Group, to provide updates on the challenge & where we will be sharing advice on exercise, nutrition, recovery etc.
- **Instagram** – https://www.instagram.com/50in50_challenge/ - to keep friends and family up to date with the challenge and fundraising and help build awareness of the challenge and charity.

Who are the business partners?

We are in discussions with a number of companies and businesses, both national and local to our HQ in Altrincham and Manchester locals who will be supporting the squad with discounts, passes etc. More info to follow.

Dates for the diary

- **Saturday 10th January** – Day 1 - Official Launch Day
- **Saturday 10th January** - Online Group Workout (run by Nicky)
- **Saturday 31st January** – ParkRun Day – get involved in a local event (or do your own) and run 5k 'together' around the globe
- **Sunday 7th February** – Winderness Sunday – get out and about in nature: hiking, biking or whatever you like
- **Sunday 15th February** – (Hale) 10k Day – it's become a slightly painful tradition that I run 10k on this day. Why not test yourself to a 10k with heavy legs and zero tapering!
- **Friday 27th February** – Wild Swim Day – if you are in Oz or Barbados, please don't be bragging about this! Everywhere else it will be COLD, but apparently, exhilarating!
- **Saturday 28th February** – Day 50 End of Challenge Live Workout and Party!!

And finally ...



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This challenge is only as good as we make it! And so, thinking about the goals I mentioned upfront, my asks are simple:

- **Raising money and awareness** – let people know about the challenge, what it entails and the charity and how to donate. People will do so. It's a good cause!
- **Getting up and active** – the fitness element is up to us. Challenge yourself, set your own goals for what you want to get out of this challenge, push yourself a bit further than normal, and try some new forms of exercise. It should be hard, but we will all benefit from it being so and it's how we will all feel better for it at the end.
- **Building a community** – engage in the group on WhatsApp and Facebook, share your experiences, sign up to Nicky's online group and take part in the group sessions. They will be fab and that way, we will all get the most out of it and help each other along the way.
- **Having fun** – ultimately positivity breeds positivity. Have fun with it, enjoy the experience, shared the experience with the squad and have a laugh along the way.

I think that's it!! Thanks so, so much for getting involved and for your help and support! It means a lot.

Take care, DC x

David Coleiro
Founder, 50in50 Challenge/Idiot!