HOW TO COMPLETE THE #PCR10KCHALLENGE:

1) **ACCEPT ✓** Accept the challenge by erging, rowing, cycling, running, hiking, walking, skiing, or swimming 10,000 meters.

2) **DOCUMENT YOUR 10K ✓** Take a selfie, photo, or video upon completing your workout.

3) **UPLOAD ✓** Upload your photo to social media, tagging/challenging at least three of your friends. Make sure to tag #PCR10kChallenge and @philadelphiacityrowing!

4) **GIVE (IF YOU CAN) ✓** Go to www.paypal.me/PhilCityRow or Venmo (username: PhilaCityRowing) to support our program and help us bring this life-changing sport to public school youth throughout the city.
The 2024 #PCR10kChallenge is raising funds to elevate and expand our SUMMER PROGRAMMING

Your donation will help PCR do the following:

- **UPDATE OUR ROWING EQUIPMENT**
  PCR’s FREE summer learn-to-row camps introduce more than 150 young people to rowing and the Schuylkill River each year. Many of our rowing shells and safety launches have aged beyond repair and must be replaced. Your support will help PCR purchase a new safety launch to put even more young people on the water this summer.

- **PURCHASE HEAVYWEIGHT HULLS FOR OUR HIGH SCHOOL MEN**
  As PCR continues to grow, many of our rowers are limited by the size of our equipment. We want to give these rowers the opportunity to show their strength and speed by providing them with boats that maximize their hard work and race performance. Your support will help us purchase a heavyweight 2x and 4x, allowing these athletes to shine.

- **HIRE MORE OF OUR VARSITY ATHLETES AS CAMP COUNSELORS**
  Members of our high school team work in paid positions as junior coaches, mentoring younger athletes and expanding their work experience and leadership skills. Your support will help us formalize and expand this program, offering paid summer work to 15 student-athletes.

- **PROVIDE MORE RACING OPPORTUNITIES FOR OUR HIGH SCHOOL ATHLETES**
  Last year, we piloted a highly intense summer racing program to help our most dedicated athletes gain the skills and experience they need to stand out to college coaches. Your support will help us attend travel to more competitive regattas and help our youth stand out to recruiters.

- **INCREASE THE NUMBER OF ROWERS PARTICIPATING IN ALL PROGRAMS**
  In addition to safe rowing equipment and a quality coaching staff, there are a number of other expenses that must be considered as our programs expand. These include costs associated with providing healthy snacks, SEPTA tokens, enrichment activities, uniforms, and more.