

RUN THE RACE EPISODE 1

1. Copy for newsletters and email

This autumn, Rob Parsons OBE, founder of Care for the Family, Mark Chester, founder of Who Let The Dad's Out, and Gerrit Bantjes, founder of having a name that no one can pronounce, join together to bring you this event – specifically designed for men.

Rob, Mark and Gerrit delve into the realities of how we run the race of life, and what perseverance looks like for us as men today. In any physical race, we can do things to help us endure, and there are real pressures and responsibilities that arise that we can be ready for.

During the event, Rob Parsons speaks with you entirely from the comfort of a studio ... while Mark and Gerrit do so whilst facing each other in a literal bike race, filled with obstacles and challenges. They also have some very special guests to help us unpack perseverance, including Britain's Got Talent semi-finalist John Archer.

Book your place: cff.org.uk/race1

2. Copy for social media - Facebook

What happens when you throw an ex-army paratrooper and a penny farthing bicycle together? In this event from Care for the Family, geared for men, you'll find that out, and a whole lot more. During *Run the Race*, Rob explores the realities of what perseverance looks like for men today. He does so from the comfort of our studio ... while Mark and Gerrit face each other in a literal bike race, filled with obstacles and challenges. We also have some very special guests, including Britain's Got Talent semi-finalist John Archer. Book your place: cff.org.uk/race1

3. Copy for social media – Twitter

Join @Care4thefamily for Run the Race, as they delve into the realities of how we run the race of life, and what perseverance looks like for men today.
Book your place: cff.org.uk/race1