

# Great Run turns mobile phones into personal trainers via SMS

Submitted by: Berkeley Global

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SMS service provider, Esendex, has teamed up with event organiser Nova International to offer training packages for runners that work by text message. The first service of its kind in the UK safely prepares people for running events by giving them access to personalised training plans via SMS, email and the web (<http://www.esendex.com/en/UK/?LeadSource=PR&SourceCode=Berkeley&SourceDetail=Nova+release>)

Nova specialises in the organisation of mass participation sporting events under the Great Run banner, such as the Great North Run. Using Esendex's two-way SMS service (<http://www.esendex.com/en/UK/?LeadSource=PR&SourceCode=Berkeley&SourceDetail=Nova+release>), experts have compiled a minimum-recommended 16-week training programme which can work purely on communication directly to and from a mobile phone.

Budding runners register for the service in the training room (<http://www.trainingroom.greatactivity.org/>) on the Great Run website ([http://www.greatrun.org/nova\\_and\\_partners/index.asp](http://www.greatrun.org/nova_and_partners/index.asp)) and, after completing a training session, the runner texts 'felt', along with 'great', 'bad' or 'ok' to the short code number 60066. On receiving the runner's feedback, Nova then sends a confirmation text detailing the next stage of their programme. Each week the computer system analyses every plan and session to offer a new training schedule for the week ahead depending on the feedback received.

Great Run worked with Olympic coaches to gain professional advice for the programme, which is available for 5k, 10k, 10 miles, half marathon, marathon distances and general fitness. Each programme is targeted at beginners and can train someone from a non-runner into a race finisher.

Chris Kewin of Nova International, says, "Esendex (<http://www.esendex.com/en/UK/?LeadSource=PR&SourceCode=Berkeley&SourceDetail=Nova+release>) provides us with the easiest and simplest way to communicate to our audience. The service works across all mobiles, which is great as it means people are more inclined to sign up and also keep it up. We've had a fantastic response to the service so far due to people signing up to train for our extensive year round event schedule including the Bupa Great North Run in October."

"We've targeted this training site at people who are experimenting with fitness and need entry-level tools for competing in running events," explains Kewin. "For those who feel they would like more of a challenge, there are tougher plans available. It's all about showing people how easy fitness can be and showing them how to enter a competition safely."

## About Esendex

Esendex offers a simple, intuitive solution to a recurring business problem: how to rapidly and reliably communicate to customers or employees, wherever they are.

At Esendex, every message matters. Our intuitive internet-based services are used by thousands of organisations around the world to deliver SMS and voice messages quickly and effectively. Around the

clock monitoring by our own in-house technology team ensures that your message is a priority, every time you press 'send'.

Our tools enable businesses to be nimble with their communications. In seconds, you can reach your entire customer base or workforce. You'll be sure that the message has got through. Like we say, every message matters.

Esendex's head office is in Nottingham, England, with offices in Spain, France, Ireland and Australia. For more information about Esendex, please visit [www.esendex.com](http://www.esendex.com) or read our blog at [www.esendex.com/en/Esendex-Blogs/Esendex-Blog](http://www.esendex.com/en/Esendex-Blogs/Esendex-Blog)

About Great Run

## NOVA INTERNATIONAL

Nova International, headed by Olympic Medallist Brendan Foster is one of the UK's leading event management and sports marketing agencies. The company's current brand portfolio includes some of the biggest running events in the world all based on the Great North Run, the world's biggest event with 52,000 entries.

Nova International was established in 1988 and has a strong sporting pedigree. Based in Newcastle upon Tyne, Nova has established itself as a market leader in the world of sports marketing and event management. For more information please visit [www.greatrun.org](http://www.greatrun.org).

The Great Run series is a national and international programme of events for people of all ages and abilities, many of which are televised.

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For more information, please contact:

Stephanie Marshall / Dana Corson  
Berkeley PR  
Tel: 01629 826 942  
Email: [esendex@berkeleyprnorth.co.uk](mailto:esendex@berkeleyprnorth.co.uk)  
Web: [www.berkeleypr.co.uk](http://www.berkeleypr.co.uk)