

CLIMB FOR A CURE



CURE
PARKINSON'S NZ
NO DREAM TOO BIG

GET YOUR TEAM CLIMBING FOR A CURE

A 37-day workplace challenge | 15 January – 21 February 2027

Bring your people together around movement, wellbeing, teamwork and fundraising – while helping accelerate New Zealand research towards a cure for Parkinson's.

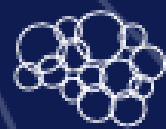
YOUR TEAM. YOUR CHALLENGE. ONE NATIONAL MISSION

WHAT IS CLIMB FOR A CURE

37 DAYS. KIWIS CLIMBING ACROSS NEW ZEALAND. ONE GOAL: HELP ACCELERATE THE SEARCH FOR A CURE.



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CURE**



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**TURNING METRES CLIMBED INTO
FUNDING FOR PARKINSON'S
RESEARCH. ONE PEAK AT A TIME.**

climbforacure.org.nz

WHY CLIMB?

Parkinson's is the world's fastest-growing neurological condition, and 1 in 37 New Zealanders are predicted to receive a Parkinson's diagnosis in their lifetime.

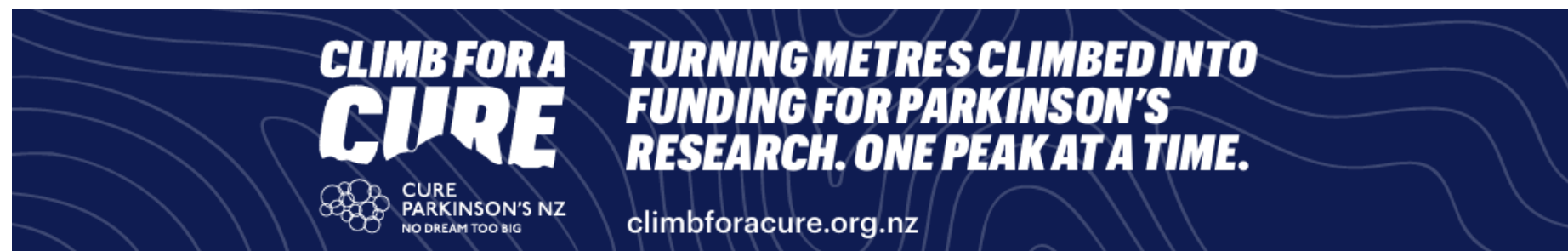
But it may already be closer to your workplace than you realise.

1 in 3 New Zealanders currently know someone living with Parkinson's disease.

That could be someone in your team. A colleague's partner, parent or grandparent. A friend, customer or member of your wider community.

Climb For A Cure gives your team a simple way to come together, get active and fundraise for research that could help change the future of Parkinson's.

Because for many of us, this is already personal.



HOW YOUR BUSINESS CAN GET INVOLVED

I. CREATE YOUR OWN TEAM

Register your business and rally your people.

Each participant tracks their metres, with every metre contributing to your team's collective total.

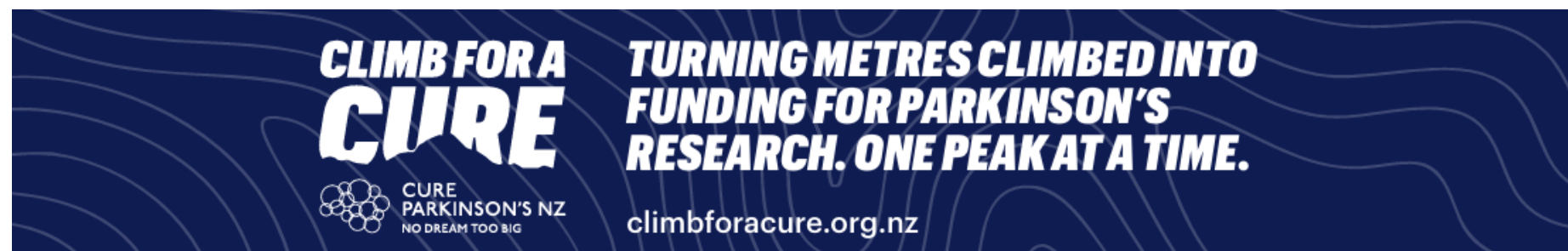
Everyone can take part at their own level – and every registered participant can create their own Climb For A Cure fundraising page.

2. MAKE THE CHALLENGE YOUR OWN

Climb together or individually. Choose a local hill, walking route or stairs, set a collective elevation target or challenge different departments.

It's not about where you climb. It's about how high you can climb together.

Want to take it further? Your business can also sponsor a peak.



CHOOSE YOUR TEAM CHALLENGE

HOW HIGH CAN YOUR TEAM CLIMB?

CLIMB A LOCAL PEAK

Choose a local hill or peak and see how many times your team can collectively climb it.

TAKE ON A VIRTUAL PEAK

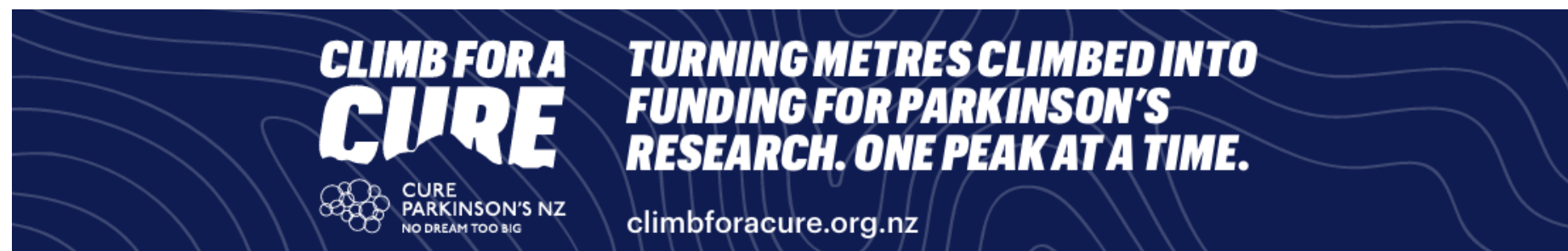
Choose a bigger New Zealand peak and combine everyone's metres to reach the summit.

SET YOUR OWN TARGET

10,000 metres? 50,000 metres? 100,000 metres? Set a goal that works for your team..

CREATE SOME FRIENDLY RIVALRY

Challenge departments, offices or teams to see who can climb the highest.



CLIMB. FUNDRAISE. DO IT TOGETHER

EVERY METRE AND EVERY DOLLAR COUNTS

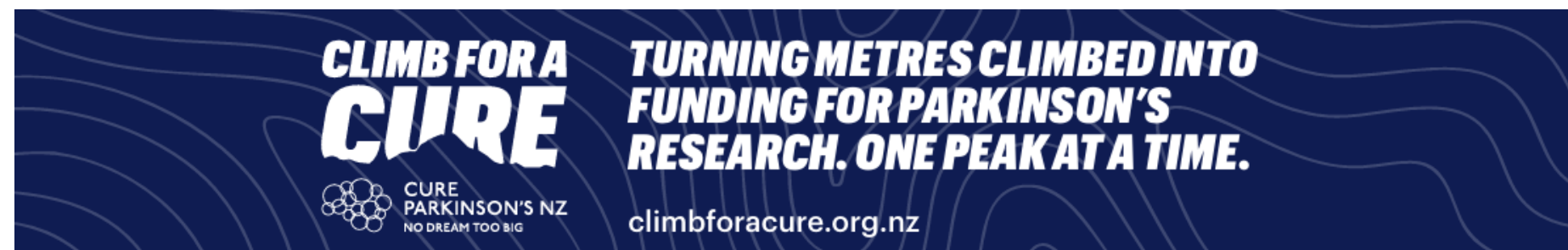
When your people register, they can track their metres and create their own Climb For A Cure fundraising page.

Set individual goals or a collective business target and ask friends, family, customers and your wider network to get behind you.

Every metre and every dollar counts.



[CLIMBFORACURE.ORG.NZ](https://climbforacure.org.nz)



WANT TO TAKE IT FURTHER? SPONSOR A PEAK

SPONSOR A PEAK. CONNECT WITH YOUR COMMUNITY & CUSTOMERS

For businesses wanting to take their involvement further, sponsoring a peak creates a visible connection between your business, your team and the wider Climb For A Cure campaign.

Peak sponsorships start from \$3,000, with selected Major Peak partnerships from \$7,500.

Your branding will feature in agreed campaign placements and content associated with your chosen peak.

And your peak can extend beyond your staff – customers, friends, whānau and the wider community can also choose to climb and support it.

Sponsor it. Climb it. Rally your community around it.



YOUR PEAK CAN BECOME YOUR CHALLENGE

YOUR SPONSORED PEAK = 500M

If 20 team members each climb 500 metres: $20 \times 500\text{m} = 10,000\text{m}$

Your team has collectively climbed your peak 20 times.

Or choose something huge and see whether your combined metres can get you there.

THIS IS WHERE THE MONEY YOU RAISE GOES

WORLD-CLASS PARKINSON'S RESEARCH IS ALREADY HAPPENING RIGHT HERE IN NEW ZEALAND

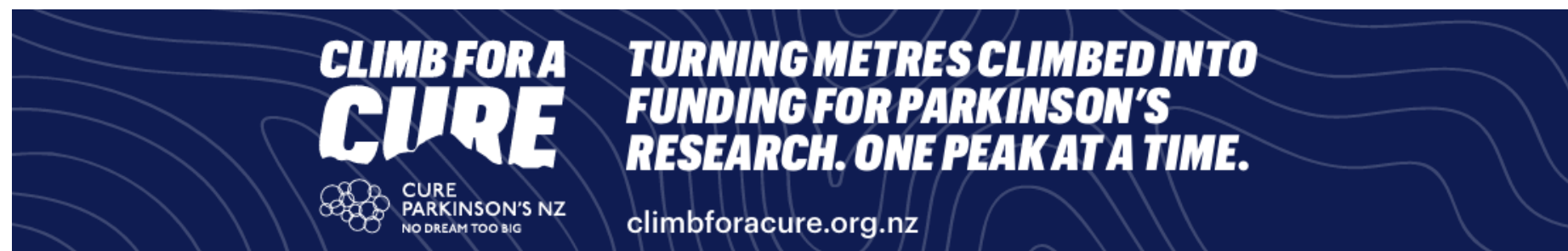
Our researchers are achieving tangible results and breakthroughs on the world stage.

The money raised through Climb For A Cure helps provide the funding, continuity and collaboration needed to build on that progress and accelerate the pathway towards a cure.

Because when you're searching for a cure, time matters.

Every step we take can help move us closer to a cure.

WATCH WHY WE CLIMB.



WE'LL HELP YOU GET YOUR TEAM MOVING

To help you bring Climb For A Cure to life within your workplace and wider community, a campaign toolkit is available with approved assets, messaging and resources.

Toolkit assets include:

Logo files - Dark and light versions in PNG, SVG and EPS formats.

Social templates - Story and feed templates for Instagram and Facebook.

Email templates - Approved campaign messaging for internal and external communications.

Stats graphics - Pre-designed tiles featuring key campaign statistics and messages, including I in 37 and the \$1 million fundraising goal.

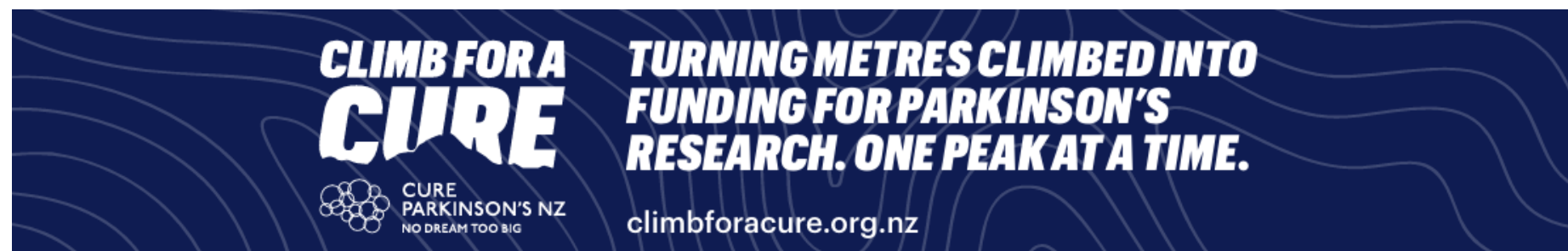
Campaign photography - Approved image library for editorial, digital and social use.

Media kit - Campaign background, key statistics, spokesperson information and media contacts.

Event materials - Banners, posters and pull-up stands available on request and subject to approval.

Co-branded materials - Talk to the Cure Parkinson's NZ team about any co-branded materials you would like to create. These will need approval before production.

If you have questions, need assets or would like help bringing your team challenge to life, please contact lizzie@cureparkinsonsnz.org.nz



READY TO TAKE ON THE CHALLENGE?

1. REGISTER YOUR BUSINESS & TEAM

Get your team ready to take part from 1 October.

2. RALLY YOUR PEOPLE

Encourage your staff to register, climb, track their metres and fundraise.

3. SET YOUR TEAM CHALLENGE

Choose a local hill, a virtual peak or your own collective elevation target.

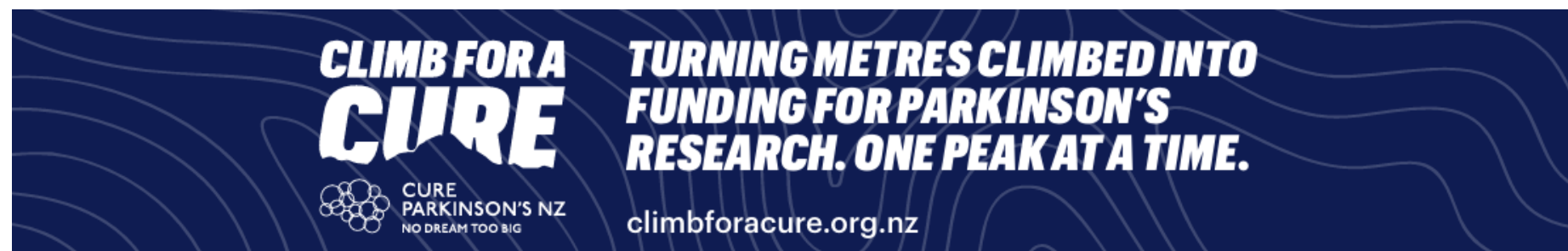
4. WANT TO TAKE IT FURTHER? SPONSOR A PEAK

Choose from the [interactive Climb For A Cure peaks map](#), with sponsorships starting from \$3,000.

15 January – 21 February 2027

37 days. Your team. One national mission.

HOW HIGH CAN YOUR BUSINESS CLIMB?





[CLIMBFORACURE.ORG.NZ](https://climbforacure.org.nz)

Questions? Please contact the Cure Parkinson's NZ team directly.

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