

PHILIPS

Media Backgrounder

The Back to Rhythm campaign activations



Caption: The Back to Rhythm - Nile Heart Challenge kicked off at Hacienda beach on 31 August, followed by a challenge at Cairo Festival City mall on 14 September where participants already collectively completed biking 1,650 kms.

Take the Nile Heart Challenge

Throughout September 2018, Philips will continue to host stationary biking challenges across the city of Cairo, enabling residents the opportunity to contribute to Egypt's heart health. Each activation will also include training on CPR and BLS and AED resuscitation, healthy cooking activations, and talks on nutrition and exercise to bring Egypt's heartbeat back to rhythm.

Challenges at Hacienda beach and Cairo Festival City mall have been received with much enthusiasm; the upcoming activations are :

- Friday, 21 September - Zamalek Activation at the Gezira Youth Center
- Sunday, 23 September - Smart Village Activation at West Capital
- Tuesday, 25 September - New Capital Activation
- Thursday, 27 September – City Stars Mall Activation
- Thursday, 27 September – City roadshow on a truck mounted with stationary bikes – stopping at high traffic areas including – Mohandsin, Haram, Shoubra, Maadi, Nasser city, Misr Gdeda, 5th district.

In addition, Philips will collaborate with Uber to provide training to Uber drivers on CPR, BLS and AED resuscitation techniques, in addition to doing a stationary biking challenge for the Uber team on Monday, 24 September 2018.

The world's largest digital heart

These stationary biking challenges will conclude on Friday, 28 September 2018 with the final ***Ride to the Pyramids*** challenge –where participants will physically bike from downtown Cairo (*Gezira Youth Center, Zamalek*) to the Pyramids and witness an attempt to create a Guinness World Record – through a biking challenge of creating the world's fastest digital heart formation around the pyramids. The Guinness World Record attempt is to bike 30 kms in 1 hour – around the pyramids – in the coordinates of a heart.

Everyone who cycles the 20 kms from downtown Cairo (Zamalek) to the Pyramids will contribute to the overall 6,834 kms of the *Nile Bike Challenge*, and will have the opportunity to watch the Guinness World Record attempt to create the world's fastest digital heart.

Follow the campaign on [Facebook](#) and [Twitter](#) : *#BacktoRhythm #HeartHealthyWithPhilips*

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