

Cycling app gets Food Lover's Market customers moving

Food Lover's Market has introduced the innovative running and bicycling app, Strava to get its employees and consumers active through #lovethebike. In the first seven days, entrants have already ridden for 819.22 hours, over 17,361.31 kilometres and burnt 523,915.62 calories.



This is in line with the company's 'Love Health' campaign, which encourages consumers to adopt a healthy eating plan and active lifestyle, stop unhealthy habits that result in weight gain and cardiac arrests and implement a healthier routine opting for healthier foods and simple exercises.

By using the Strava app, participants can measure and track their training for a chance to win one of three team entries to the FNB Wines2Whales race. The challenge ends on 18 September 2014. For more information, go to <http://lovethebike.com>.

For more, visit: <https://www.bizcommunity.com>