

WE ARE THE CHAMPIONS

After 12 weeks the final of the *Men's Health* & Davidoff Champion Challenge is upon us



On the pull: Competitors including winner James (left) during the final task: a gruelling three minutes on the Concept 2 rower

ULTIMATE CIRCUIT CHALLENGE

Every rep and every metre (on the Concept 2 rower) is a point. Each exercise should be performed for 3 minutes with a minute's rest in between.

1 BAG SPRINT On a running track, lay out four weighted bags five metres apart, in ascending weight. Sprint to the first bag and carry it back on your shoulder. Repeat until all bags are at the starting line. Every bag retrieved is 1 point. Every bag returned is 1 point.

1 MIN REST

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1 MIN REST

2 MIN REST

2 PULL-UPS Wide-armed from full extension to chin over bar. Rest is allowed – some would say even necessary.

3 BAG-JUMP Jump laterally over a 20kg power bag, feet together, both feet touching the floor at the same time.

4 BOX-JUMP BURBEE Squat, jump onto the box, jump down, feet back, full push-up, jump up and go again.

5 CONCEPT 2 ROWER Set to resistance 10, row as far and as fast as you can in 3 minutes.



Shouldering the load: Jaques weighs up the pros and cons of the bag sprint



PT instructor: Coach Craig tells the lads exactly what they've let themselves in for. Cue worried glances



Hanging around: Sandeep pushes himself on the tortuous pull-up challenge



Get a grip: Ben loses count of the number of pull-ups he's done in three minutes (49)



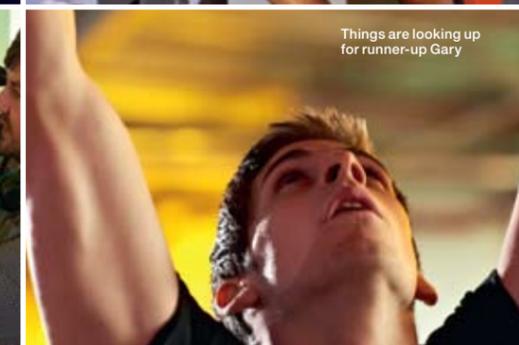
Take a break: James 'relaxes' after completing the challenge. At this point he didn't know how he'd done



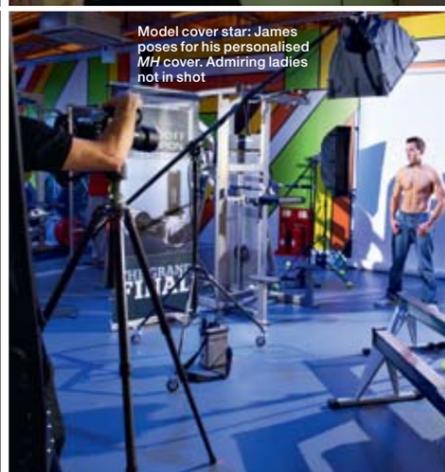
We have lift off: the challengers started strong and got stronger



Winning picture: James tells MHTV how it feels to be a Davidoff Champion



Things are looking up for runner-up Gary



Model cover star: James poses for his personalised MH cover. Admiring ladies not in shot



Brothers in arms: Gary, James and Ben thank Craig for helping to devise such a brutal challenge

Over the past three months more than 500 readers took the *Men's Health* & Davidoff Champion Challenge and recorded their results in four disciplines – press-ups, chin-ups, 5km run and 2km row.

The top 16 gathered on a crisp Saturday morning at London's Westfield branch of state-of-the-art gym chain Gymbox. Under the watchful eye of PT Craig Dearing the competitors were put through a brutal 15-minute circuit, devised by PT Manager Pieter Vodden. Five stations: bag sprints, wide-arm pull-ups, bag jumps, box-jump burpees and a sprint on the Concept 2 rower, three minutes on each (see below left for the circuit). The challenge tested strength, power, endurance, and, most of all resolve, in keeping with the values of Davidoff Champion. Competing in pairs, friendly rivalries sprang up and everyone gave their all. Encouragement was given, hands were shaken and there was grace in both victory and defeat – the true sign of a champion. See a video of the final at menshealth.co.uk/finaldavidoff

But in the end there could be only one Davidoff Champion and that man was James St Leger from Bristol. His training as a fire arms officer put him in good stead but it was his sheer determination and ability to tap into his potential at will – traits that reflect the philosophy of Davidoff Champion – that got him the first place. He was closely followed by Ben Thomas from London and Gary Simmons from Exeter. But it was James who found his inner champion and won himself an adventure trip of a lifetime, a year's subscription to *MH* and his own, personalised *MH* cover.

THE Men's Health & DAVIDOFF CHAMPION CHALLENGE

The *Men's Health* & Davidoff Champion Challenge was held to celebrate the launch of the brand new fragrance for men – Davidoff Champion. It's quickly become the must-have male fragrance of 2010, so make sure it's in your Christmas stocking. Davidoff Champion is available nationwide

