



11 - 15 SEP 2024



[actionchallenge.com](https://www.actionchallenge.com)



actionchallenge

challenge events worldwide



About Us

Action Challenge

We are Action Challenge, and we bring people together through challenge & adventure.



Since 1999 we've organised inspirational challenge events & adventures in the UK and Worldwide, for individuals to join, and for groups, companies & charities. Take on a challenge just for yourself, or link it to a special cause and fundraise – so far our events have raised over £90 million for charities. Now is the time to set new goals, to re-energise, and to get active!

We have over 40 UK & overseas challenge events that you can sign up to now – ranging from a meandering 25 km Thames Path walk, to conquering a mighty Himalayan peak. Take on an unforgettable group adventure and push yourself further! We welcome individuals, couples, or groups of friends & family – and you can self fund, or link your challenge with fundraising for a chosen charity.



Few experiences bring a group closer together than an outdoor adventure which challenges comfort zones, builds resilience & understanding, and forges respect & friendships. If you have a group, you can join one of our 40 or so scheduled events, or if you want something special – we can craft a bespoke itinerary or plan a unique challenge event to meet your objectives and get your team energised!

Why Choose Us?



100% ATOL PROTECTION

We are 100% ATOL (Air Travel Organiser's Licence) bonded - ATOL number 6296. Offers full financial protection by the CAA (Civil Aviation Authority) for clients who have booked package trips, including flights.



UK LEADERS & MEDICS

Every challenge is managed & led by one of our expert UK Qualified & trained Mountain Leaders, working alongside them will be a UK Medic whom has experience of expeditions & group challenges.



EXPERIENCED LOCAL TEAMS

Our hand picked local teams & crew know the routes like the back of their hands! You will be fully supported by the experts - who will also teach you about the destination, people, culture & history!

4 THE GROUP EXPERIENCE

Join as an individual, couple, or group of friends - we bring people together and create an atmosphere where each person is supported, motivated & encouraged through the trip. Sharing adventures together we have a lot of fun!

5 TRAINING & SUPPORT

Once you've signed up to the challenge, you'll be supported by our teams with specifically designed training plans, a challenge app, an invite to join our Facebook group & options to join us on training walks & challenge briefing. By the time you are due to travel you'll be ready & raring to go!

6 OUR ITINERARIES

OVER 20+ YEARS OF EXPERIENCE BRINGS YOU THE BEST ITINERARIES & DESTINATIONS

7 QUALITY ASSURED VALUE

We pride ourselves on selecting the best local teams, hotels (always 3*+), restaurants & guides so you can experience the best each destination has to offer. A highlight will certainly be our final celebratory meals & party at a fantastic venue!

8 OUR CLIENTS

We've taken teams from Harrods, Blackrock, HSBC and more to the summit of Kilimanjaro, and have also run events here in the UK for companies such as Tesco, British Gas and M&S. We've got over a decade of experience of working with organisations of every size. Our team of experts will work with you to ensure that your event is a success, achieving your goals and leaving a lasting impact.

The Challenge



Atlas Ultra Challenge

**WALK, JOG OR RUN 2 MOUNTAIN
MARATHONS IN 2 DAYS!**

Take things higher with this Atlas Mountain Ultra Challenge!

It's 2 marathon distances over 2 days at your pace, set against the backdrop of North Africa's highest mountain range. With snow-capped peaks, rugged valleys, Berber villages and a traditional Moroccan-style basecamp.

This 5-day trip is action packed – a testing challenge, magnificent scenery, camping under the stars, camaraderie, full support, with the option to extend your stay in magical Marrakech afterwards. An unforgettable adventure - and an Ultra Challenge like no other!

Atlas Ultra Challenge

DAY 1 - ARRIVE MARRAKECH

We fly from a London airport to Marrakech. We are met by the local crew at the airport on arrival, and transfer to our Atlas Mountain Basecamp. Here you will find your own tent, a communal dining area, toilets, showers and (for our final night) a bar! You will be shown to your tent, before dinner and a briefing.

Meals: Lunch & dinner

Accom: Atlas Basecamp

DAY 2 - TADMAMTE LOOP 42km

We wake early for breakfast and then transfer a short distance to the start of today's 42km trail. From here, you can walk, jog or run the route that will follow an old mining path, passing through Berber villages, and opening up into wide panoramas of the High Atlas. You will have rest stops and a lunch stop en route, before finally arriving back at the basecamp for showers, dinners and downtime!

Meals: Breakfast, Lunch & Dinner

Accom: Atlas Basecamp

DAY 3 TACHEDIRTE LOOP 42km

The next day, it's another 42km! After breakfast set off directly from camp, and ascent up to the high point of, 2900m at the Tizi n Addi pass. This is a tough climb, but worth it for the exhilaration and views! Then we descend via mule path to Tachedirte, the highest village in the Atlas Mountains at 2450m, then down into the Imnanen Valley. Finally, cross into the Ousertek Valley, before a final ascent to our Atlas Basecamp. On arrival, you will be greeted with cheers and a medal, with a celebration dinner & entertainment in the evening.

Meals: Breakfast, Lunch & Dinner

Accom: Atlas Basecamp



Atlas Ultra Challenge

DAY 4 MARRAKECH

After a final mountain breakfast, we pack up and say goodbye to the Atlas Basecamp. It's a short transfer down from the High Atlas Mountains, back to Marrakech. We check in to our hotel, and you have the rest of the day free to explore this magical city. Experience the snake charmers and bustle of Jemaa el Fnaa Square, the winding alleyways and hidden bazaars of the Souks, or the magnificent gardens and palaces. Or, simply relax with a spa and Hammam treatment!

Meals: Breakfast & dinner

Accom: Hotel

DAY 5 DEPART

We have our final breakfast in Marrakech together as a group, for those who are flying home an airport transfer will be arranged, and if you plan on staying on in Morocco for an extended holiday you will be able to either arrange a transfer to your next accommodation or stay on at our hotel!

Meals: Breakfast



Atlas Ultra Challenge



INCLUSIONS

- Return flights (full package)
- Transfers (on flights inc package)
- 3 nights camping
- Camping – single tent & mattress
- 1 night in Marrakech hotel
- 2 days tough trekking / running
- Most meals, snacks & drinks (lunch on day 4 at own expense)
- Celebratory dinner at Camp
- Cold beer / drink & medal at the finish
- Signed route & Regular rest stops
- Medics
- Challenge App
- Kit List & Training Plans
- FREE place on a 2024 50 km Ultra Challenge
- Atlas Challenge T Shirt

DATES & PRICES

- 11 - 15 September 2024
- £250 deposit
- £1345 with flights (inc deposit)
- £895 land only (inc deposit)

PAYMENT & FUNDRAISING OPTIONS

there are 3 payment options available:

SELF FUNDING

You pay the registration deposit, and then the full final balance directly to us.

CHARITY SPONSORSHIP

You pay the registration deposit & fundraise twice the amount of the final balance. Your chosen charity pays us the final balance.

MIXED FUNDING

A bit of both. You pay half (including the deposit) and split the final balance with your chosen charity. You will fundraise twice the amount that the charity is due to pay.



Contact Us

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