

Join JEFF as they go even bigger than last year's record-breaking 25-hour workout

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Get ready for a 26-hour fitness and entertainment marathon, all in support of a great cause!



Last January, JEFF founder Johnno Meintjes pushed himself to the limit by completing a month's worth of exercise in 25 hours of sweat, grit and determination! But he wasn't alone; as always, he had the JEFF community behind him, as tens of thousands of people, in South Africa and around the world, broke their own barriers to raise money for a great cause.

R350,000 was donated, and the event, featuring top bands and local and international sporting legends, was a tremendous success, with more than 100,000 live viewers in 33 different countries.

Now, Johnno, the JEFF Team, and the incredible JEFF community are going even bigger!

On 29 January 2022, JEFF will be streaming live for 26 consecutive hours, with a lineup of workouts, music, sports

stars, and community events to eclipse last year's extravaganza! In partnership with Adidas, Century City Conference Centre, Century City Hotels, Multi-Media, and Discovery Vitality, and all in support of an incredible cause - the RETT Foundation.

Here's what Johnno has to say: "Last year we broke so many records and changed so many lives - so now it's time to elevate it! But we need your help as a community so I am calling on all of you to help us make this the biggest community event the world has seen!"

The 26-hour Workout is free for all and there is something for everyone: from HIIT and strength workouts, to yoga, zumba, and delicious cook-alongs!

Members of JEFF's global community of more than 70,000 will be pledging their support for the RETT Foundation, by committing to the number of hours they intend to exercise to help create awareness and raise donations. Last January, on the way to raising R350,000, JEFFers collectively pledged thousands of hours, and we can expect them to pledge thousands more this time around!

To get behind this great cause, and to be part of what promises to be the online fitness event of the year, register at <https://www.jeff.fitness/pages/big-26-hour-workout!>

More about JEFF:

JEFF is an online fitness platform with a 70,000+ global community, spread over 73 countries, staying active together! Last year, as a community, they raised over R3 million for varying charities, lost over 58,000 centimetres, and burnt over 128 million calories!

Join free live daily classes on their Facebook group, JEFF Together, or become a JEFF Club member for R595 per month, and access a huge selection of expert-led exercise, nutrition and education programmes, exciting seasonal menus, and much more! Add a world-class one-on-one personal coach on top of your JEFF Club membership for R2,250 per month, and receive an individualised exercise and meal plan, supported by unparalleled daily accountability, guidance and direction! Learn more at [jeff.fitness](https://www.jeff.fitness).

Website URL: <https://www.jeff.fitness>

Event registration: <https://www.jeff.fitness/pages/big-26-hour-workout>

More about the RETT Foundation:

RETT SA is on a mission to raise awareness of RETT Syndrome in South Africa to ensure early diagnosis and better medical care. It was found that a small minority of doctors and people in general were aware of RETT Syndrome. They believe that in South Africa there are hundreds of undiagnosed RETT girls, simply because they do not have the means to proper healthcare and many health practitioners are simply unaware of the condition and misdiagnoses are often made.

Thank you for showing up and making a difference!

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