Are you brave enough to take on some weird and wonderful challenges to support dementia research?

Get your colleagues, friends and family to tackle yucky tucker food challenges, take part in an I’m A Celebrity sweepstake, or organise a spooky night walk!
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How it works

Step one:

• **Assemble your team!** This could be colleagues, a group you’re a member of, or your family and friends.

• **Choose how you are going to do it!** Virtually via video calling platforms or at a location where social distancing can take place in line with government guidelines. Please remember to follow the latest government guidelines for your area.

• **Choose your date.** Why not plan it around celebrations such as a birthday, Christmas, I’m A Celebrity final night – or events that were planned but may have been cancelled.

Step two:

• Set your challenges and your yucky tucker menu! *(See the next page for ideas).*

• Set up an online giving page (such as a JustGiving page) for your team to donate to participate. If your workplace is a corporate partner of Alzheimer’s Research UK, please find their preferred fundraising page [here](#).

• Most of the challenges and eating activities can be done live, so make sure you film them to share on social media!

• When you share photos and videos of your challenges on social media, share the link to your fundraising page too. Don’t forget to tag @imacelebrity & @AlzResearchUK on Twitter, and @imacelebrity and @alzheimersresearchuk on Instagram!

Announce the donations total at the event and ask for any last-minute donations to push the total even higher.
The original and best I’m A Celebrity challenge. Why not take on your own? Your teammates can suggest a menu idea each – or draw them from a virtual hat the day before. You could even ask for donations to decide your menu.

As the foods become yuckier, put a higher price against them. The more people donate, the more of the menu the diners will have to eat.

Here are some suggestions to get you started:

1. **Cawl or Foul?**
   Drink a glass of cold instant gravy.

2. **#SharetheOrange Challenge:**
   Be inspired by our #ShareTheOrange campaign and see who can peel and eat an orange in the fastest time!

3. **Kick up a stink:**
   For a real smelly challenge, order some of the world’s smelliest food including Century Eggs, Durian Fruit or the UK’s own Stinking Bishop cheese. Don’t forget to hold your nose!

4. **Dried insects:**
   Dried crickets, ants and many other insects are easy to buy online. All that’s missing is Ant and Dec!

5. **Love it or Hate it:**
   Gather foods that people either love or hate, such as a spoonful of marmite, liquorice sticks and anchovies. The winner is the one who holds the straightest face!

6. **The Sweet and Savoury Challenge:**
   Sweet and savoury always works together, right?!

7. **Can you take the heat?**
   Tuck into the hottest chilli pepper you can find or take a spoonful of your hottest chilli sauce. Check out the Scoville Scale to see how hot you want to go!

Try your hand at one of our suggestions or dream up your own combination!

- Top scrambled egg with a scoop of vanilla ice-cream
- Pair some crispy fish fingers with some creamy custard
- Mix together strawberry jam and cold baked beans for a chunky cocktail
- Blend soy sauce and banana milkshake for a taste sensation
With I’m A Celebrity 2020 based at Gwrych Castle in Wales, get ready for a selection of Cymru-related challenges and activities.

Here are our top challenges to inspire your Bushtucker trials!

1. **It’s a mouthful!**
   Learn and say the longest place name in Wales ‘Llanfairpwllgwyngyllgogerychwyrndrobwllllantysiliogogogoch’, set the timer and see who can say it the fastest.

2. **Walk to Gwrych Castle:**
   Set yourself a challenge to walk the equivalent miles from your home to I’m A Celebrity’s 2020 UK location during the course of the series. Perfect for those lockdown walks!

3. **The ultimate thrill seeker challenge:**
   Book a skydive or zipwire challenge! Visit our skydive page [here](#) to find out how you can take to the skies!

4. **Sweepstake Challenge:**
   Check out our I’m A Celebrity sweepstake and get your friends, family and workplace involved!

We have lots of fundraising tips and advice available on our website, including downloadable resources to help your fundraising: [alzheimersresearchuk.org/how-you-can-help/fundraise](http://alzheimersresearchuk.org/how-you-can-help/fundraise)

Got an idea you’d like to talk to us about?
Call us on 0300 111 5555 or email [fundraising@alzheimersresearchuk.org](mailto:fundraising@alzheimersresearchuk.org) and we’ll put you in touch with the lead fundraiser in your area.

Remember to abide by all government guidelines applicable at the time to your location. You can check the rules in your area by visiting [www.gov.uk/coronavirus](http://www.gov.uk/coronavirus).