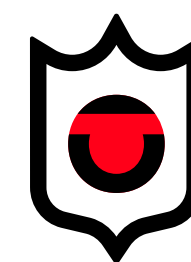
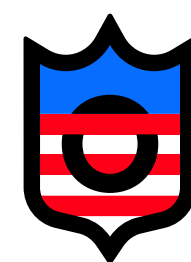
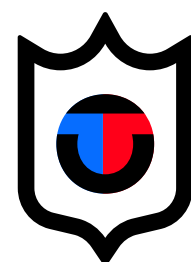


**SPORT IS IN OUR NATURE**

**ONEBLUETEAM**  
DECATHLON UNITED MEDIA



**ONEBLUETEAM**  
DECATHLON UNITED MEDIA



# WALKING





# YOHANN DINIZ

## WALKING IS IN OUR NATURE

IN 2018, YOHANN DINIZ BECAME THE RACE WALKING WORLD CHAMPION (50 KILOMETERS). HE IS A COMMITTED TECHNICAL PARTNER OF **NEWFEEL**, **DECATHLON**'S FITNESS WALKING BRAND. YOHANN EXPLAINS WHY WALKING IS ESSENTIAL TO HIM AND USEFUL TO US ALL.



© **yohanndiniz**  
f **yohann.diniz**



**W**alking is my life, my friend, my partner. It is not a surprise, as it is my job. I became World champion in 2017, and broke the 50 kilometers world record (3 h 32 mn et 33 s). Walking is more than an exceptional performance.

Walking is inside us, it is an early instinct. It is our first step towards Liberty. Walking is the most natural sport, which helps us to get to basics. And better listen, connect to others, to oneself : While walking I feel a great well-being. Stress and anxiety disappear. During lockdowns, walking has become a great way to get rid of any kind of tension. Walking has become vital for millions of people. Everyone can enjoy it anytime.

You just need a good pair of comfortable shoes. Depending on your mood, your pace can be fast or slow, you just focus on your heart rate, your thoughts, you just feel the freedom growing inside.

If you are walking alone or with someone, it will always be a good choice. You can set yourself goals picking up your children from school or running errands. A physical activity is always essential, at any pace. Walking is certainly your best option. Its benefits are limitless. Walking helps to clear up your mind, to find your inner self.

During my training sessions in the mountains, I look for those strong sensations. To break habits, I think about different routes. I walk in a forest of pines, and get along a river.

The deep harmony with the surroundings gives me peace. Each time I go out, I have fun thinking about my carbon footprint which should be close to... zero.

Walking is the most natural way to practise sport! I do think it is true. I'd say:

"Sport is in our nature!".



# WALKING AS A THERAPY

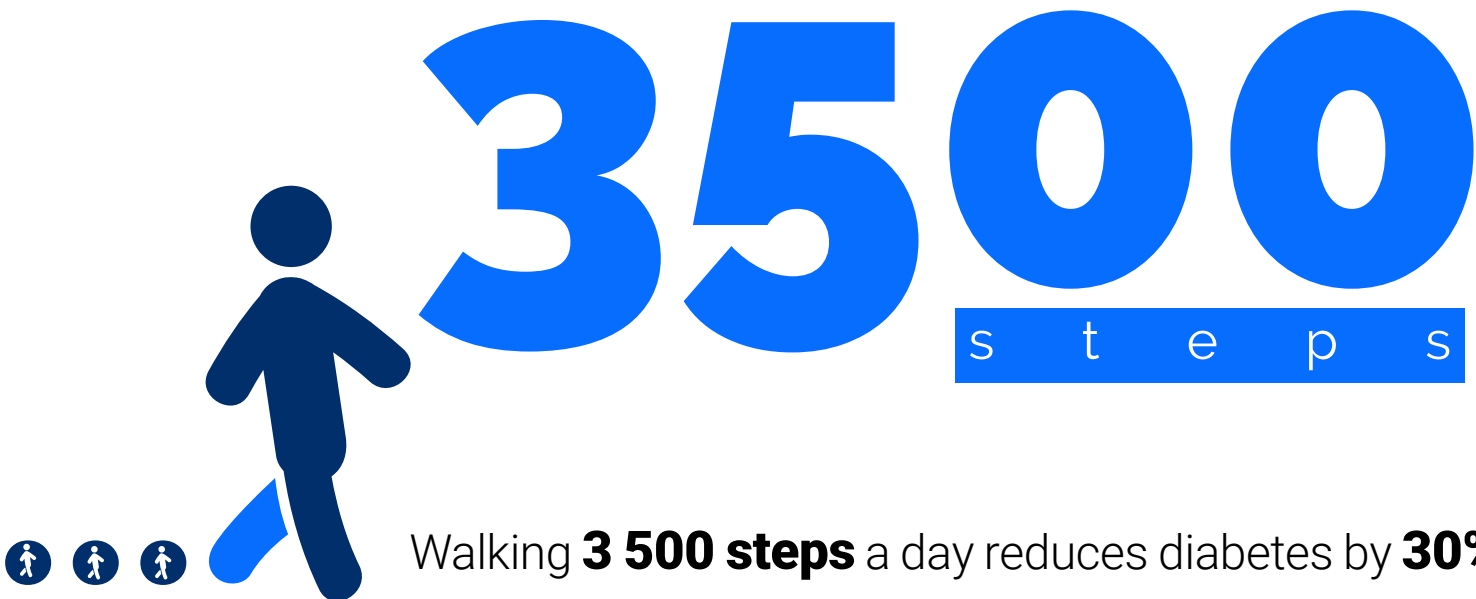


TWO THOUSAND YEARS AGO, HIPPOCRATE SAID: "WALKING IS THE SOLUTION!" TODAY, THOSE WORDS SOUND OBVIOUS, IN THOSE UNCERTAIN TIMES WHEN WE NEED TO FIGHT DISEASES AND STAY HEALTHY. WALKING IS A PHYSICAL AND ESSENTIAL ACTIVITY FOR OUR BODY AND MIND. FOR ADULTS AND CHILDREN.

THE WORLD HEALTH ORGANISATION (WHO)  
HAS STRONGLY RECOMMENDED TO PRACTISE WALKING



Walking **30 minutes** each day reduces by **20%** the risk to get a heart attack



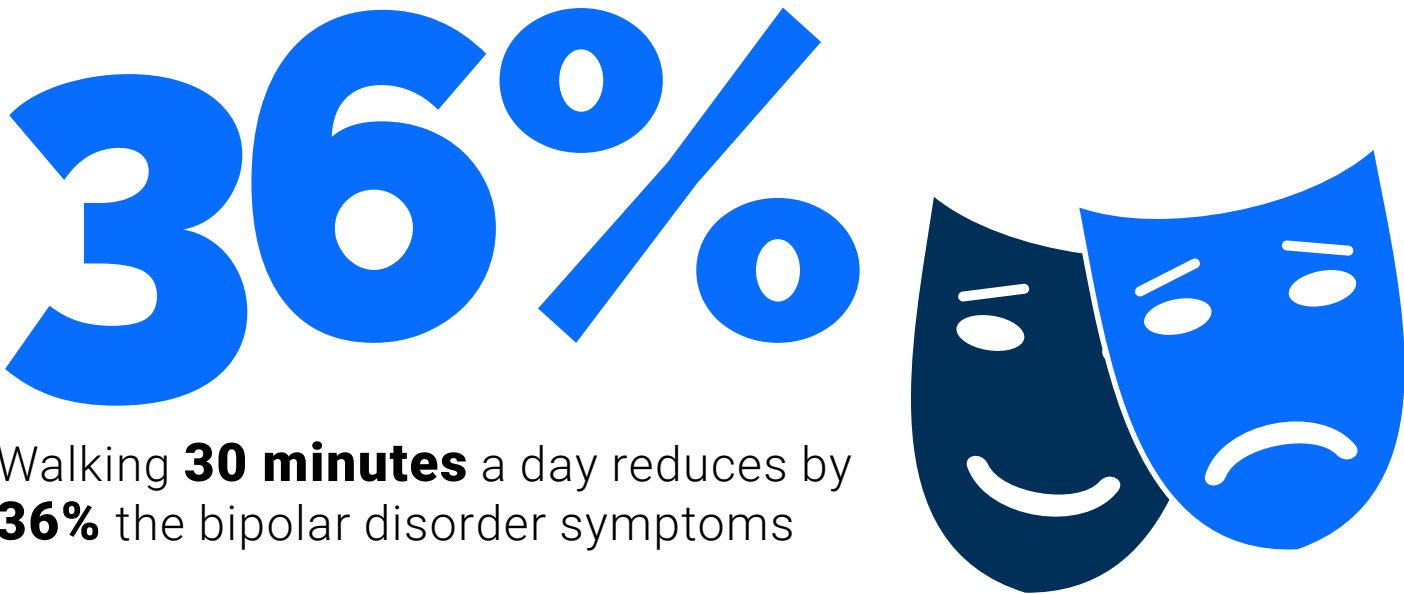
Walking **3 500 steps** a day reduces diabetes by **30%**



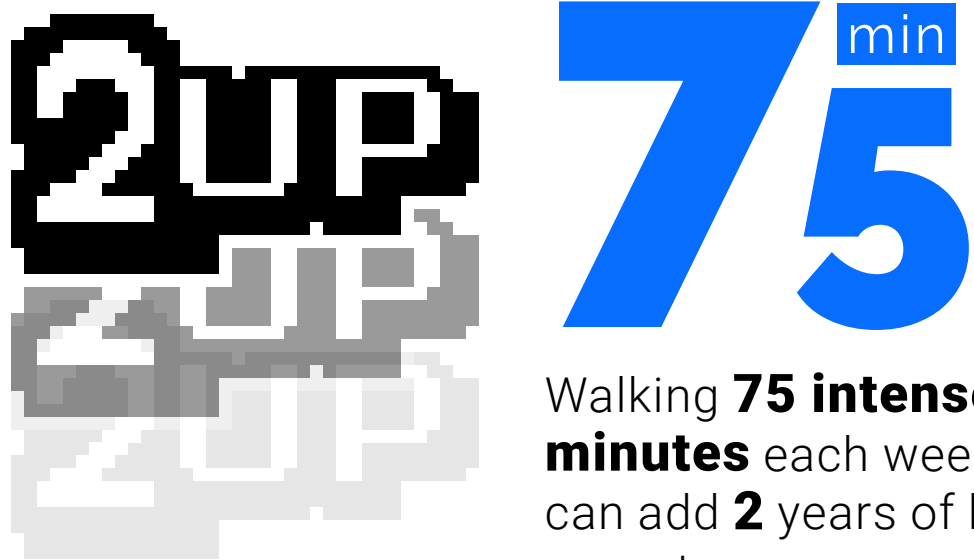
Walking **40 minutes three times a week** can protect the brain area controlling memories



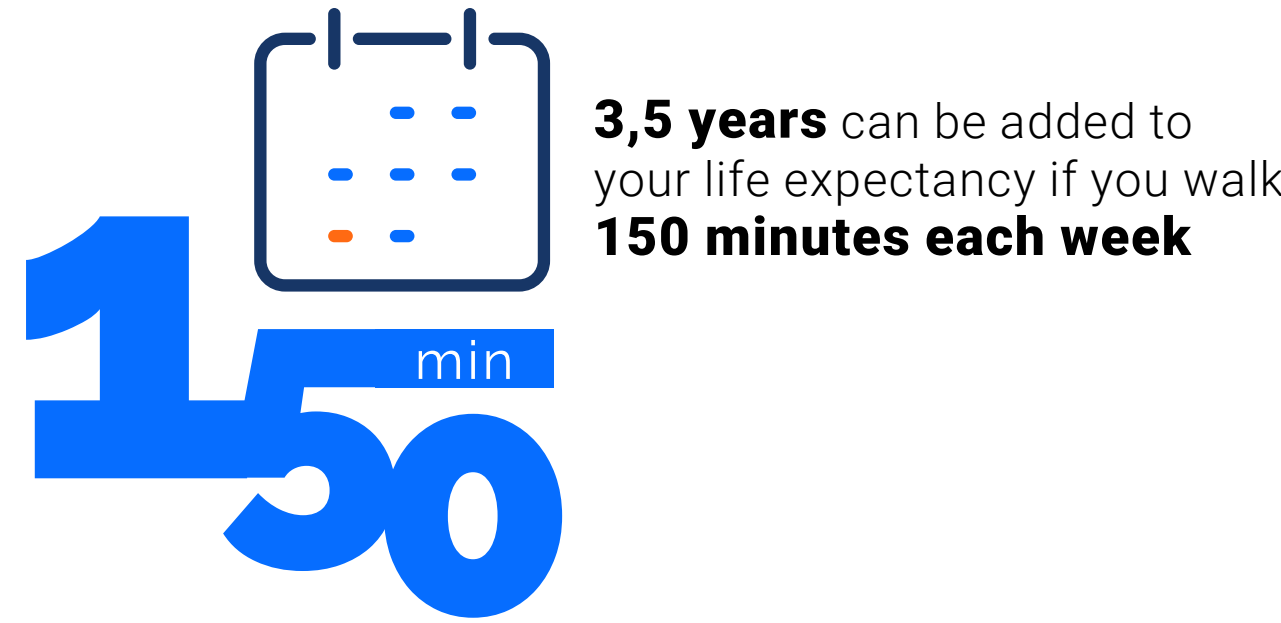
Walking **2 hours** each week reduces by **30%** the probability to have a stroke



Walking **30 minutes** a day reduces by **36%** the bipolar disorder symptoms



Walking **75 intense minutes** each week can add **2 years** of life expectancy



**3,5 years** can be added to your life expectancy if you walk **150 minutes each week**



Walking **an hour each day** can reduce obesity by **50%**

Walking **4 hours** each week can reduce the risk to get a broken hip by **43%**.



# Did you know that walking can raise creative thinking to 60%?

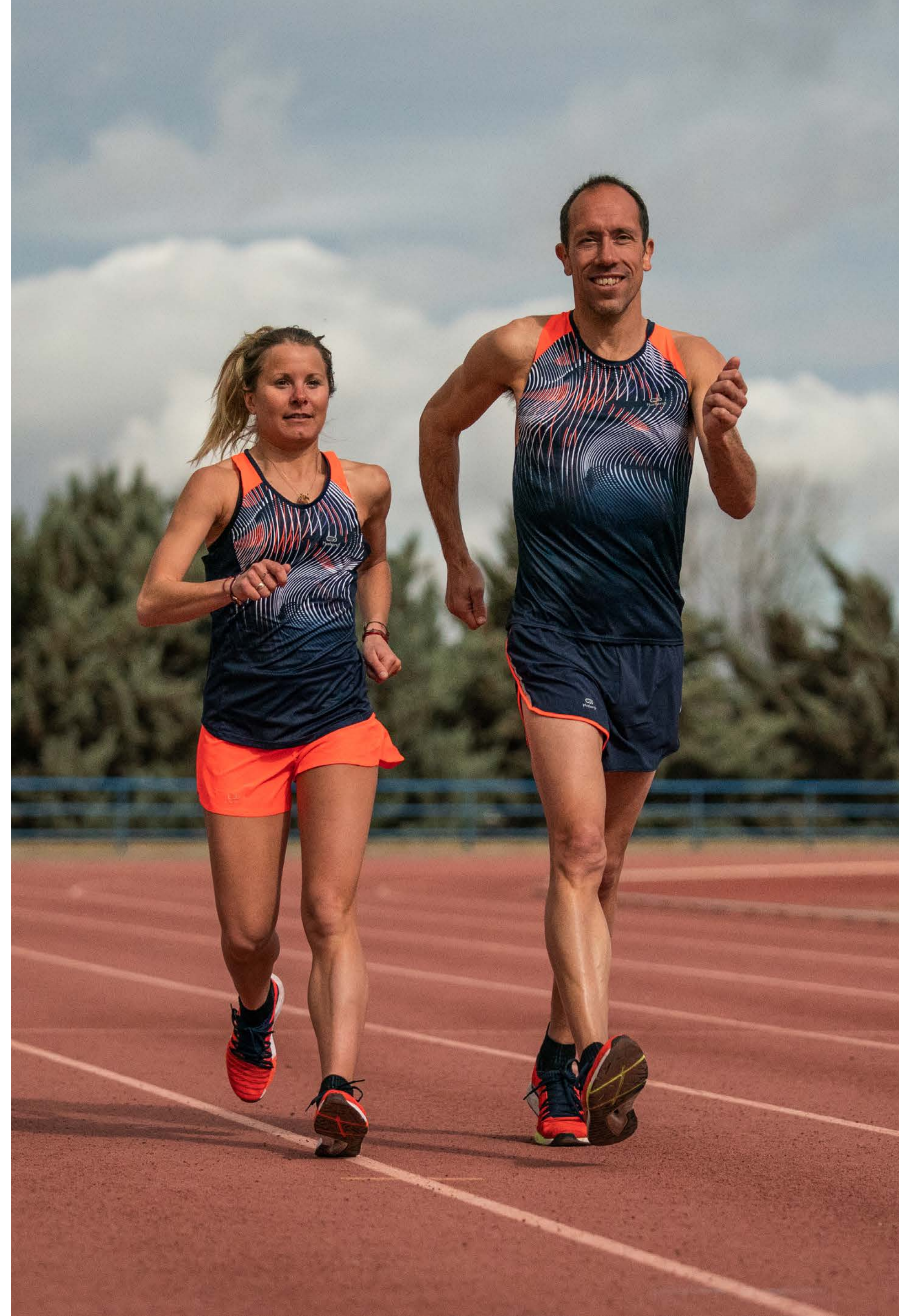
Walking represents 80% of children's everyday physical activity, which means 10 000 steps a day. Adults only walk 6 000 steps a day. Walking is a great asset for children's growth and psychological balance. A pupil who walks to school has a calmer mind, and is more focused at school than the one that gets to school by car. Walking develops children's independence. It is certainly why Kierkegaard advised each mother "[to teach his child to walk alone](#)". While walking, each child has to find its way, think by himself, decide whether he can have a break or not, have some water from his backpack, for example. Walking helps with children's heart rate and breathing system, it also strengthens the heart and lungs. As for adults, walking helps to keep a healthy body weight and avoid obesity. The World Health Organisation (*WHO*) recommends that a child practises a physical activity an hour each day : walking can fulfill this advice.



# DIFFERENT TYPES OF WALKING

# RACE WALKING

**R**ace Walking is part of athletics, you walk as fast as possible on a certain distance, keeping at least one foot on the ground permanently, and a tight leg while moving the pelvis. There are two categories of walking : **race walking** and **long distance race walking**. In general, race walking trials that are less than 10 kilometers take place on a race track. From 10 to 50 kilometers, races take place on roads. The 50 kilometers race is an Olympic Games race since 1952, but will disappear in 2024. Most of the time, you walk at least 100 kilometers on long distance races. And 450 kilometers on famous races.



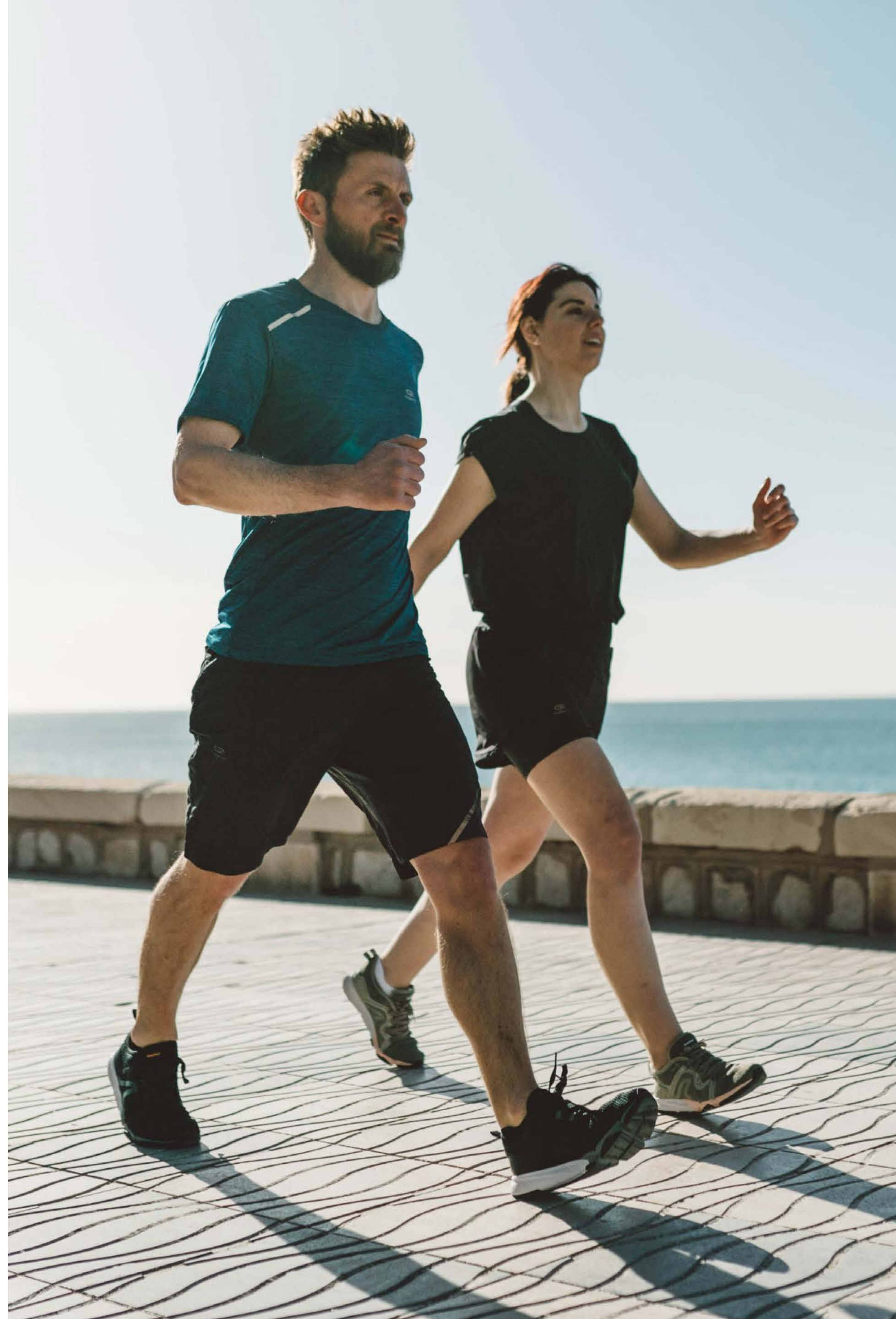
## PUT YOUR *(great)* KIT ON

In 2017, **NEWFEEL** has revolutionised the race walking business. The **DECATHLON** brand has presented the very first shoe especially made for race walking: RW900. This shoe has been created with passion by the **NEWFEEL** creative team, with the advice of race walking athletes, like **Yohann Diniz**. The shoe RW900 has great success thanks to its lightness, suppleness, and its dynamic design.



# SPORT WALKING

**S**port walking is different from the everyday walk. Sport walking is a conscious walk. The pace is more intense : you develop your **breathing system, your endurance**, and nearly all your muscles. It is mostly a physical activity you practise on specific urban grounds, without any elevation gain. But in reality, you can practise on very different fields and grounds : paths, parks, roads, stadiums, and even... indoor on a treadmill.



## PUT YOUR *(right)* SHOES ON

**PW540 FLEX-H+** brings a great energy and comfort! Its **Flex-H+** system helps each step and can be folded in 4 to follow you during your outdoor practise.



# NORDIC WALKING

**I**t is a physical activity you can practise outdoors with two walking **poles**, tips behind you to help go forward quickly as in cross-country skiing. It is well known that nordic walking requests 80% of our muscular chain.

It existed for decades, and became a sport thanks to **Marko Kantaneva**, a Finnish monitor. In 1994, he created a method to walk with sticks like in cross-country skiing, with sets of exercises to maintain and improve different physical competences. It is an instant success. In France, nordic walking is a sport affiliated to the "*Fédération Française d'Athlétisme*" (FFA).



## GET THE RIGHT EQUIPMENT

Poles to perform! They are **80%** made with carbon fiber. This material helps limit the impact of elbows and arms vibrations when nordic walking. They bring some lightness and energy.



# URBAN COMMU- TING

**F**itness walking is a great way to go from one place to another. You can walk and also take another means of transport like a bike, a scooter, the bus or the subway. It has become a social phenomenon because of ever growing cities. And the fact that people drive less inside cities. Our environmental consciousness and health consciousness are helping a lot to develop this physical activity. People know walking is good for the body and mind. As well as race walking, fitness walking offers a lot of benefits to the body. The need for good equipment is the same as the one for race walking, as people can walk ... more than 7 kilometers a day (*around 10 000 footsteps*).



## ALL SET?

**NEWFEEL** has developed **Actiwalk Confort Leather** to walk in cities, increasing the trend for alternative ways of going from one place to another. Engineers have selected a specific leather and created a specific design to make the most of the benefits of this material. They added an innovative sole extremely flexible with the **Flex-H+** concept. Supple, dynamic and with great energy during rebound.





## MEDITATIVE WALKING

**T**he vague innovation ...the meditation innovation ... **is growing**. The general idea is to stay **focused** on walking, to let ideas come and go on the way. Meditative walking allows people to walk with some kind of automatic pilot and **to reconnect** to their body and mind, and then to achieve a certain kind of serenity.

## AFGHAN WALKING

**A**fghan walking was born in the 1980's with **Edouard Stiegler**, a french researcher, who observed the Afghan caravan drivers. Those drivers walk more than 60 kilometers a day and for more than 10 days... Thanks to a technique based on the coordination between breathing and footsteps's pace.

## AQUA WALKING

**A**lso called seashore walking, aqua walking is a physical activity you practise along the seashore. The upper and lower body get the benefit of water resistance. This method protects people's joints from pain as people walk inside a soft and supple area.



# UNITED WALKERS OF THE W<sup>U</sup>RLD

ON THE ROAD  
TO SAPPORO

# NEWFEEL's ATHLETES

**Erik Pflieger**, NEWFEEL's products manager, has a passion for walking. He has been exploring this physical activity and its sensations, difficulties in many ways. He easily shares his passion every day and gets inspired by it to better advise athletes. "Beyond this partnership, I have a very special connection with race walking athletes." "We share the same perception, and experiences of this sport. We have a trustful relationship as I walk just like they do."

Today, **50 athletes** (*women and men*) are partners of **NEWFEEL**, the **DECATHLON** brand dedicated to walking. Erik is always in touch with them and with hundreds of other sportswomen and sportsmen practising walking. "They inspire me everyday!", says Erik.

**Nick Christie** is a USA champion in 20 km (2018), 10 km (2019), 50 km (2021). **Robyn Stevens** is a USA champion in 3 km (2020), 35 km (2021). These 2 champions are **NEWFEEL** athletes/partners. They are partners in their personal life and share their passion with us.

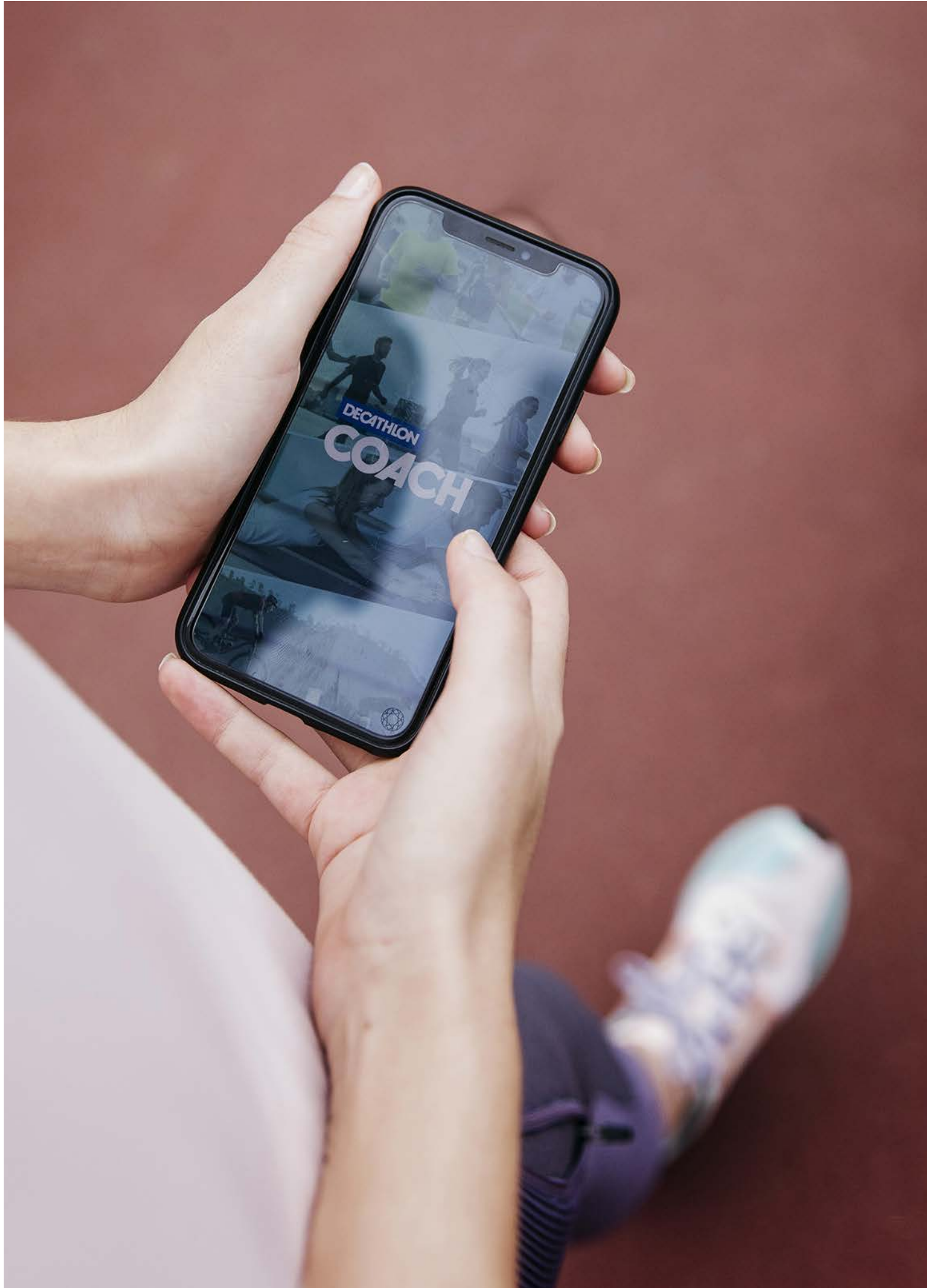




**WALKING...**  
**THE MOTHER**  
**OF ALL SP<sup>®</sup>ORTS**



**I**t is an obvious statement to say walking is a soft physical activity, very good for the body. Could it be the perfect physical activity? While walking, a muscular chain works which is different from the muscular chain that works while running (*ischio / hamstring muscles VS quadriceps/calf muscles*). This action helps muscular development and mental training. Many sportswomen and sportsmen practise walking as a sport. During trail running, you run and walk a lot. You need to know perfectly how to walk to be able to run correctly or to ski correctly. **Steven Amiez** (*Olympic Slalom Skier in the French Team*) practises walking as a sport.



# WALKING APP

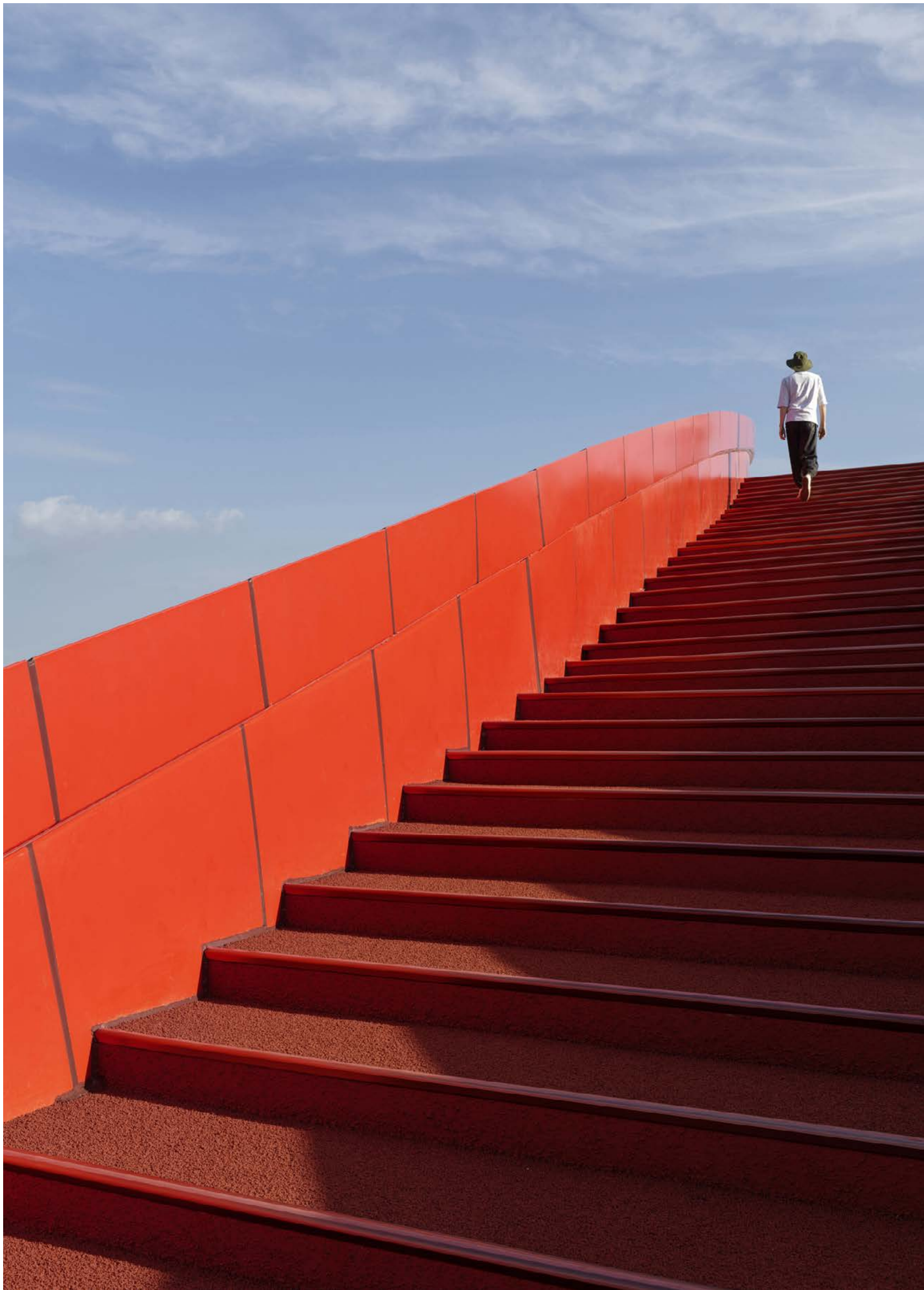




**B**efore starting to walk on great paths, train yourself, get good advice. **DECATHLON Coach** offers different **training programs** to follow step by step. The app is available worldwide in **9 languages** (*France, Italy, Spain, Germany, Netherlands, Portugal, Great Britain, Russia and China*). 8 000 french people train with the App **DECATHLON Coach** in... Thaïland. A great success thanks to the quality of its services. The app has three main steps to follow : athletic walking, fast walking, and nordic walking. You can learn how to stand up and start to walk from the foot to the heel. Other goal : **losing weight**. Very efficient for people willing to lose weight .. not run. **DECATHLON Coach** offers interval training and other programs to aim for the goal : losing weight. Experts with a strong goal, you are willing to walk further, faster, longer? **DECATHLON Coach** offers to meet his two certified coaches (*with a State professional diploma*) and train through videos with very specific needs.

**Your App is 100% free.**





# NIJMEGEN FOUR DAYS MARCHES



---

WALKING IS ETERNAL. IT IS A TIMELESS  
COMPANION. TRADITIONAL, HISTORICAL OR  
FUTURISTIC, CREATIVE, WALKING STIMULATES  
OUR IMAGINATION AND OUR DESIRES.

---





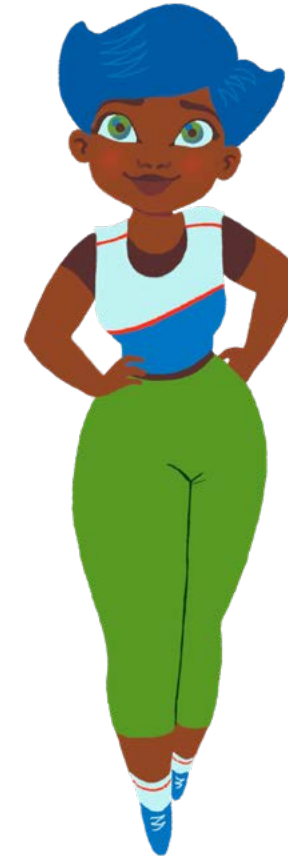
### NIJMEGEN HIKE, THE WALKERS'S GRAAL

It is the dream of all walkers. Once in their life to participate in the very first and prestigious hike in Nijmegen, Netherlands, Created in 1909, this trial was for the members of the armed forces. There were 306 to start the first hike and 10 civilians. 4 days of intense walking from garrison to garrison. Today, it is very different. No more garrison, the hike is dedicated to tourism. From villages to country roads between three provinces : Guelderland, Northern-Brabant and Limburg. Everyday people walk 30 to 50 kilometer according to their own level. 55 000 attendees from all over the world gathered the third tuesday of july in 2019. Nijmegen hike is known as the best hike in the world!

### WALKING TOWARDS THE FUTURE

It is no more a secret : Walking brings wellness (*body and mind*). A reality that inspires people. Feeling great with ourselves and Nature: it has become obvious during our leisure time but not during our professional time...But things are changing. In China, south of Chengdu, some dutch architects (*Powerhouse Company*) have created a pedestrian path of 5 000 square meters between 2 buildings. It is spectacular ! It is a roof and a bridge, this path offers a great space to walk and meditate. This architectural work is called "*Loop of Wisdom*".





**NEWFEEL**

—— ***Stay Tuned*** ——