



**2012 Get Up & Ride
National Bike Challenge
(May 1 – August 31, 2012)**



Agenda

- Welcome to the 2012 National Bike Challenge!
- 2011 Get Up & Ride Wisconsin Challenge
- The Five W's
- How to Log your Rides
- Challenge Points and Prizes
- Leaderboard
- Awards

Welcome to the 2012 National Bike Challenge!



2011 Get Up & Ride Wisconsin Challenge

- Kimberly-Clark and the Wisconsin Bike Fed partnered with Endomondo to offer this fun program free to all WI residents over 18
- Excellent Response
 - Exceeded the 1 million mile goal for 4.5 month challenge
 - Participants asked to continue challenge after Sept. 30 – still going



The screenshot shows the website for the Scott Get Up & Ride Wisconsin Challenge. At the top, there is a navigation bar with a "Lounge" link. The main header features the Scott logo with the slogan "GET UP & RIDE!" and the Wisconsin Bicycle Federation logo. Below the header, a promotional message reads: "Challenge yourself, Challenge your colleagues, Challenge other worksites." This is followed by a paragraph: "Join the Scott Get Up & Ride Wisconsin Bike Challenge and you might win cool prizes. We can guarantee you'll have fun! The program is co-sponsored by Scott® Brands and Bicycle Federation of Wisconsin and runs from May 16 through September 30, 2011." A background image shows cyclists on a path.

The website interface includes a navigation menu with buttons for HOME, REPORTS, HOW IT WORKS, and USER GUIDE. Below this is a "DISCUSSIONS" section with a text input field for "Write a comment..." and a "COMMENT" button. Three discussion posts are visible:

- Brad Waldoch** (11 hours ago): "Not to worry Gregg - I had my swim shorts on :D Seriously though, thanks for your concern. I walked on it first and it looked to be about 3-4". There were a few shantys out a ways - not saying they were safe - but I didn't go anywhere out where they were, just played around near Neenah Rec shoreline. Gonna be another nice day today (46), and tomorrow 4-6" of snow!!!!!"
- Gregg Warning** (Yesterday at 19:30): "Ice conditions are dangerously thin."
- Brad Waldoch** (Yesterday at 18:03): "Spring in January? I took the lonnnngggg way home today, and even ventured onto Lake Winnebago (just a little way) and inspected the ice boats parked in Neenah harbor. What a beautiful day :-)"

On the right side, there is a "SHORTCUTS" section with links for "Log Trips Manually", "Get Mobile Tracker", and "Import from Garmin". Below that are links for "My team" and "My account". A "SUMMARY" section displays the following statistics:

Teams:	Riders:
1205	4567
Distance:	1,220,878 mi
Calories:	41,265,504 kcal
CO2 saved:	623,190 pounds
Dollars saved:	\$ 308,274.50



5 W's

1) Who

- Brought to you by the League of American Bicyclists, Bikes Belong, and Kimberly-Clark. Powered by Endomondo
- The Challenge is offered free to all individuals, workplaces and organizations.
- The Challenge is open to all persons 18 years or older who either live in the US or work for an organization with US employees.

2) What

- The National Get Up and Ride Bike Challenge encourages biking not only for the fun and joy of riding, but also for the benefits of improved health, cost savings and promoting environmental sustainability.

3) Where

- Bike anywhere and for any reason – commute to work, shop, ride for exercise and just to have fun!



5 W's continued

4) When

- The Challenge starts May 1, 2012 and ends August 31, 2012.
 - Sign-up begins in March 2012 at www.endomondo.com/campaign/national

5) Why

- **Fun** - Participants can enjoy the great outdoors and have a chance to win prizes.
- **Health** – Moving more results in reduced stress, obesity and a decreased risk for cancer, heart disease and diabetes.
- **Environment** –Biking reduces emissions and greenhouse gases, and nearly 50 percent of all trips in metropolitan areas are three miles or less and 28 percent are one mile or less – distances easily covered by bicycle!
- **Economics** –Participants can reduce car maintenance, fuel and parking expenses.



How to Log your Rides

- Participants have two options to enter rides
 - The free Endomondo app works with smart phones and Garmin products, is easy to use and automatically uploads your rides
 - All rides can be added using the manual entry feature of the website.

Endomondo features in brief - the mobile app

Cross-platform mobile tracking application



Key features

- Tracking (live)
- Audio updates
- Peptalk from friends
- Heart rate, speed and cadence sensor integration
- Music integration
- Beat yourself, beat your friend or beat a route champion live
- Automatic Facebook & Twitter integration

- Works across 300+ mobiles - iPhone, Android, Blackberry, Nokia and Windows Phone
- Seamless integration with Garmin products
- World's highest rated Health & Fitness app on Android (4.6), Iphone (4.8) & Blackberry (4.7) based on +80,000 user reviews



Challenge Points and Prizes

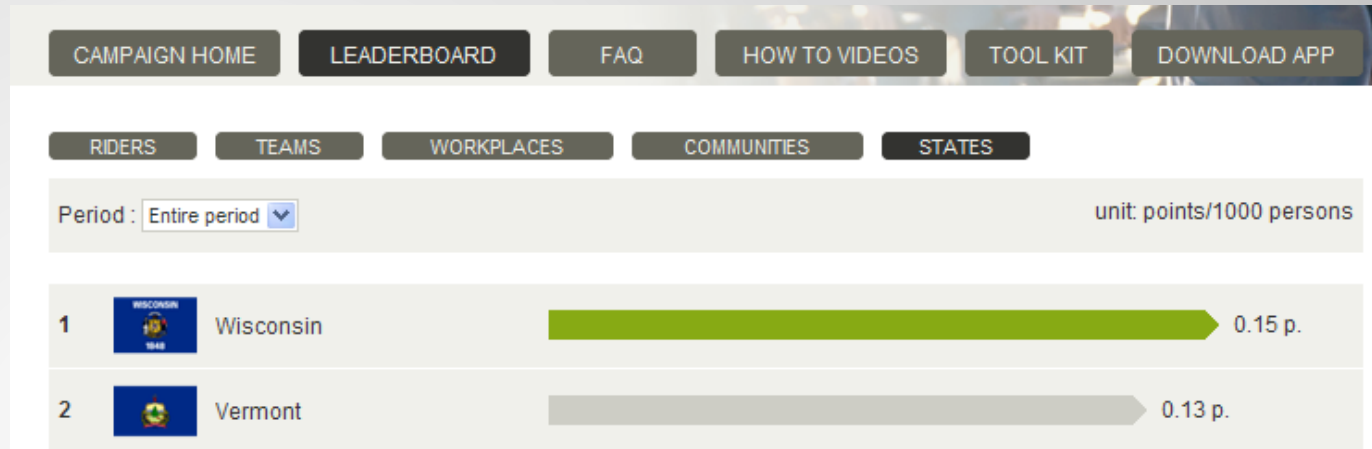
- Challenge points are cumulative throughout the four months of the Challenge and are awarded in the following two ways:
 - 20 Challenge points are awarded for each day you ride
 - 1 Challenge point is awarded for each mile ridden
- As you accumulate Challenge Points, you will achieve prize levels. This will automatically enter you in the prize drawing at that level.

Prize Level	Challenge Points to Achieve Level	Prize Drawing to be held
Bronze	50	Monthly
Silver	150	Monthly
Gold	500	Monthly
Platinum	1500	At end of Challenge

Are you up for the Challenge? Assume you ride 10 miles per day 3 days per week:

- You will achieve Bronze level in the 1st week (May 5, 2012)
- You will achieve Silver level in the 2nd week (May 12, 2012)
- You will achieve Gold level in the 6th week (June 9, 2012)
- You will achieve Platinum level in the 17th week (August 23, 2012)

Leaderboard



- The Leaderboard shows the relative rankings for each category:
 - Riders – Challenge Points
 - Teams – Challenge Points
 - Workplaces – Challenge Points
 - Businesses, Non-Profits and Public Agencies
 - Universities
 - Bike Shops and Dealers
 - Communities – Challenge Points per 1000 persons
 - States – Challenge Points per 1000 persons

Awards



- At the end of the Challenge, the top finisher in each of the 16 categories will receive a first place plaque, similar to the one at the right.
 - Riders
 - Teams
 - Workplaces
 - Businesses, Non-Profits and Public Agencies (7 size categories)
 - Universities (4 size categories)
 - Bike Shops and Dealers
 - Communities
 - States

