



2020

SWVC Weekly Challenges

Throughout the 5 weeks there will be challenges in addition to the overall mileage and vert goals. Each week there will be a list of new challenges that each person will aim to complete, whether you are on a team or a solo runner. These challenges will be sent out via email on the Sunday before the next week.

The weekly challenges will aim to add some fun and excitement to each week as you work toward completing your total distance and vertical goals. There will be challenges that help you explore new places, see new things, and push you to new limits! If you complete the weekly challenges it will make achieving the overall distance and vert goals a reality!

To show that you completed each challenge there will be a place to log it on UltraSignup. When you log each challenge you can post proof of completion with a photo, selfie, and/or Strava/GPS link. We'll be browsing through all the challenge photos and entries to choose our favorite!

How to log your challenge:

1. First, complete the challenge.
2. Log your run as normal on UltraSignup and Strava.
3. Make your run title "SWVC + the name of the challenge"
4. Include all the fun photos and details of your challenge completion. Some are scavenger hunt based, and others are running challenges.



Week 1 Challenges



The +1 Friend! Having a +1 is never a bad thing. For this challenge, find a friend, or even a family member, who has NEVER been trail running, or who hasn't gone in a while, and take them on a trail run! Take a selfie together to document the experience, and urge them to keep exploring trails in the future. Bonus points for anyone that takes multiple friends for their first trail run! No better way to complete your first week of challenges than to share a run on trails with a friend!

*Follow all social distancing guidelines that your state and town requires.



Sunrise Run. Yeah, we know mornings during the winter are dark and cold, but for this challenge we'll beat the sunrise and savor our ability to run! Get out there before sunrise for your run, which is about 7:45AM in Ohio right now, put in the miles and then snap a picture of the sun creeping above the horizon!



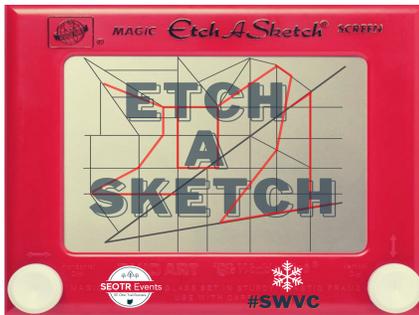
Decoration Run! Yes, it's the middle of January but there are people that still have their holiday decorations up, you may even be one of them! We're not judging, this just gives us a good opportunity to go around finding decorations to take selfies in front of for this challenge. Whether it's a blown up snowman, string of lights, or someone's dry and dying Christmas tree in their front window, see how many you can find along your route. Snap some pictures and post them to your run and on Strava and Facebook.



Week 2 Challenges



New Trails! For this challenge, explore a new trail. Find a state park, state forest, or city park that you've never been to and run a trail for the first time. Mix it up a little and take the path less traveled. Take a selfie or picture of the trail you ran and post it to your run. Let us know what you thought about it!



Etch A Sketch! Okay, this one might take some planning, and some plotting on a map. Attempt to draw a design with your running route! This can be a word, a phrase, or a picture; get creative by using streets or a field, or even trails to run your design. For inspiration, check out this site: <https://www.instagram.com/strav.art/>. Once it's uploaded to Strava or Garmin, or whatever running log you use, we'll be able to see the outline of your route. If you don't use a GPS watch or app, this challenge will be more complicated to complete, but you can still do it by mapping a run design route on this site: <https://onthegomap.com/#/create>



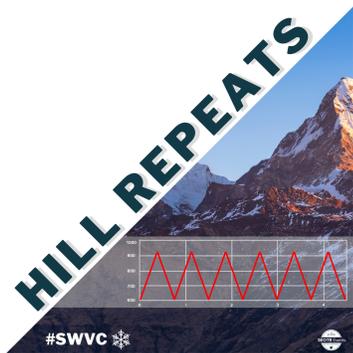
Mile Time-Trial! Alright, time to test your leg speed! Odds are a lot of you haven't ran a hard mile in a long time, or ever! A time trial is a good way to get a benchmark, and then you can test your personal fitness against that number in the future. So, find a track, or a flat road or stretch of bike path, and run 1 mile as fast as you can. If you think you're not "fast", don't worry! Time trials are a personal challenge to everyone, no matter what the pace is, and the effort of pushing your comfort zone is what matters most!



Week 3 Challenges



Fluff Run. Sponsored by Fluff Bakery of Athens, Ohio. Alright, we've all earned it, and you know you want to; while running, stop by your favorite bakery and grab a donut, cupcake, or whatever your personal favorite sweet treat is. If you live in or near Athens consider running uptown to Fluff Bakery to grab your tasty pastry or treat; bonus points for snapping a selfie eating it mid-run! We all love a good baked good so share your pictures on Strava and Facebook to get us dreaming of what we can choose for our "Fluff Run" delectable!



Hill Repeats. What better way for you or your team to achieve your vert goal than to spend a whole run on one hill. Find your favorite big hill and rack up the repeats and get some big vert. Short and steep hills rack up the vert for a shorter distance, but would it be better to pick a hill a little less steep so you can run or hike "faster"? You choose your method and your amount. Even if you live in a flat city you can aim for a 1000 feet of vert in one run, or if you live in a hilly area go for a "Vertical K" (VK) by running 3280 feet of gain in one run, or even a "Vertical Mile" by getting 5280 feet in one run!



Cave Dweller. There are caves and rock outcroppings all over, and your goal for this challenge is to run into one and take a picture or selfie. Find a cave off the beaten path, maybe even deep in an unmarked valley, and bring us along with you by posting to Strava or Facebook so everyone can set off to explore it on their own. If you don't live where caves are, be creative and find anything that might resemble a cave (the city is a jungle gym after all!), or maybe take a trip to find one!



Week 4 Challenges



Specialty Run Shop. Sponsored by Ohio Valley Running Company of Athens, Ohio.

***If you run from [Ohio Valley Running Company](#) during store hours, mention you are completing the SWVC challenge and you will get a free OVRC sticker or magnet!**

Running stores are the central hub of running communities, and during the pandemic you might not have had those group runs or store interactions that we're all used to. During this challenge, drive to your favorite running specialty store to start and end your run from! Better yet, stop inside to say "Hi" to the workers and support them by buying an energy gel or any running gear you might need. If you live in or near Athens, you can easily do this by going to Ohio Valley Running Company! Take a selfie at the store and share it with us; if you don't live near a running store, wear a piece of apparel from your favorite running store and snap a pic!



Plogging Run. As runners it's always good to give back in a meaningful way, so this week pick a day to go "Plogging"! Plogging is the combination of running and picking up litter; you can read about the phenomenon here:

<https://en.wikipedia.org/wiki/Plogging>. Grab a full-size trash bag and take it with you on a route that you've seen a lot of litter on and fill your bag up! Unfortunately there is no shortage of litter along roadways and popular trails, so if you feel up for it you could probably fill multiple bags. Post a picture of the trash you collected on your Plogging Run, and share with us any

gross or intriguing items you found along the way. Be safe by wearing gloves or picking up trash with a stick, and also be cautious by wearing reflective clothing if you choose to do this along a roadway.



Interval Run. Alright, we've run a hard mile, we've done hill repeats, now it's time for the trusted and grueling interval workout! An interval workout is the highest intensity workout for distance runners, and it's meant to increase your VO2Max. Each interval is typically between 1-3 minutes in length, and you repeat them between 12-24 minutes of total time of running at that intensity. Between intervals, your rest should be equal to your interval time. An example of an interval workout might be: **warm-up, run 8 x 2 minutes with 2:00 minute rest between intervals, cool-down.** For the rest period between intervals you can jog real slow, or even walk

for that time period. The intensity of the interval should be as hard as you can for that particular duration so don't go "all-out" from the start. Make sure you warm-up before and cool-down after the workout. Be ready for this workout to really make you work, and keep doing them in future weeks to get some big fitness gains after the challenge is over!



Week 5 Challenges



Half-Marathon. Alright, you've been working hard this whole challenge reaching your team's distance goal, completing time trials, intervals, and hill repeats, and now it's time to finish the challenge with a half-marathon distance run. Go for time, or go easy, run trails, or run roads, just run a 13.1 mile run however you wish! We'll be looking forward to seeing you crush the half marathon distance this week!



Beer Mile. Congrats! You've reached the end of the challenge, you deserve a beverage, so grab your beer of choice and enjoy it! Treat it like the Tour de France and sip it as you run your final mile, or simply enjoy it after you finish a run this week. The "Beer Mile" term comes from the famed and grueling competition that includes drinking a full beer after every lap on a track for a mile. This literal gut-wrenching activity provides some funny moments - if you so desire, you can try this version of a "Beer Mile" too.

-OR-



Chocolate Milk Mile. Okay, not everyone drinks beer, and we know not everyone in this challenge is of age to drink beer, so you can do the same thing with chocolate milk! Everyone loves curdled milk in their stomach while running, right?, or perhaps drinking chocolate milk has always been a post-run tradition. I personally recommend the Radar Hill Chocolate Milk Challenge here in Athens, Ohio! If you need some inspiration, here you go: <https://youtu.be/p1tKyPilm0k>



Valentine Run. We all have loved ones in our life, and fortunately for us, the SEOTR Winter Virtual Challenge ends on Valentines Day giving us a great chance to show our appreciation to those people! So for this challenge, create a card or write a note, and deliver it to your “valentine.” Whether it’s a partner, spouse, family member, coworker, or one of your kids, show some love as this challenge wraps up on this special holiday! Who else remembers creating a valentine box and making cards for the entire class in elementary school?

Bonus Challenge!



Donut Run. Because we can, we will! And because we teased this event back in December with this cool “Donut Run” badge and one of the teams in the challenge is named, “Here For the Donuts”, we couldn’t pass up adding a second sweet treat challenge. The “Fluff Run” from two weeks ago was a big hit, so the Donut Run shouldn’t be hard to complete either! More donuts, please!