



Week 1, 1/1 - 1/5:

1. When The Ball Drops Run
2. It's 2025!
3. Streak Run

Week 2, 1/6 - 1/12:

1. Snow Angel Run!
2. Get Outside and Explore!
3. 25 Hill Repeats!

Week 3, 1/13 - 1/19:

1. Color Run
2. Blast From The Past!
3. Local Legend!

Week 4, 1/20 - 1/26:

1. Here for the Donuts!
2. City Trails!
3. 1 Mile Time Trial!

Week 5, 1/27 - 1/31:

Bonus



Week 1 Challenges



When the Ball Drops Run! Since this challenge starts on January first, and we know everyone will be up partying when the ball drops to ring in the new year, this challenge is to see how many people run at midnight! Queue up your watch and running shoes and be ready to get at least a mile in as soon as SWVC starts. Don't worry, we know that everyone doesn't stay up for the new year, so the next challenge is for you!



It's 2025! It's hard to believe 2025 is already here, but here it is whether you like it or not! And the best part about the new year starting is that the Winter Challenge starts with it... kick it off right by getting a run in on New Year's Day and share it with everyone! If you didn't stay up to achieve the challenge badge above, then this one will work for you, and bonus points for anyone that gets the "When the Ball Drops Run" badge and double back for the "It's 2025" badge later in the day!



Streak Run! No, not that kind of streaking... nothing better starts your new year off right other than a nice run streak! Since this week is only a 5 day week, we challenge everyone to run every day this week. This badge can also be carried through for the entire month, so keep this badge saved and see how long you can run every day. Share it on Strava and social media when your streak ends, or at the end of the month if you run everyday, and show off how many days you can Streak Run!



Week 2 Challenges



Snow Angel Run! It's been a while since we've had snow during the Winter Challenge, but this looks to be the week of snow for anyone that lives in Southern Ohio and much of the midwest! This badge challenges you to get out for a snowy run on trails or in the city, and enjoy the soft footing below - snap a photo of your winter wonderland wherever you run or walk... after your run make a snow angel, build a snowman, or have a snowball fight, and share with us how you made the most of the wintry conditions.



Get Outside and Explore! This challenge can also be snow related, as it's all about getting outside and exploring something new. Find a new road, new trail, or run in a new place... better yet, get off the beaten path and explore something that people don't venture into regularly like a deep valley, cave, or down a narrow alley for those that live in a city. Since the forecast is calling for a snowy week, this challenge is open to your interpretation, but it challenges you to get outside and explore!



25 Hill Repeats! This is our annual elevation gain challenge with the year being its theme. In the past we've had the 2024 steps, or the 2022 feet of gain challenges, but this year the challenge is to do 25 Hill Repeats! You get to choose the size of the hill, so the amount of elevation gain you ultimately get is up to you... a 25 foot hill would give you 625 feet of elevation gain, or a 100 foot hill gives you 2500 feet of elevation gain! Whatever hill you choose, do 25 repeats and this challenge will be your big workout for the week.



Week 3 Challenges



Color Run! This challenge is a fun scavenger hunt style challenge that involves taking photos along your running route. Choose a color, and dress head to toe in that color, then while on your run try to find items “in the wild” of that color. See if you can find 10 items of that color! Snap a selfie wearing your color, and share all the color items you’re able to find while out on your activity!



Blast From The Past! It’s not always good to dwell in the past, but we’re giving you permission this week. Find an article of clothing from your high school or college days, like an old track singlet or jersey, and wear it on your run. Post a picture of yourself rocking your old school pride and share it with everyone - tell us about your glory days! Bonus points for anyone that digs out their old letterman’s jacket and wears that on a run!



Local Legend! This challenge is a play on previous “Segment Hunting” challenges, but this time instead of going after Strava Segments, we are trying to become the “Local Legend” of a segment on Strava. If you aren’t familiar with what Local Legends are, check out Strava’s description by [clicking here](#). The goal is to basically run the same Strava Segment over and over until you’ve run it the most times in the past 90 days! Strava compiles a leaderboard (see below an example from Radar Hill), so you can see where you are on your favorite segment - you may need to do some Strava research to find which segment is best for you to be the Local Legend! Go out there and be a LOCAL LEGEND this week! Be careful, and you may be pitting yourself against other SWVC participants!



Local Legend

Overall

Women



Doug Esselburn

Most segment efforts in the last 90 days

Total Efforts
16

Total Distance
7.44 mi

Your Efforts

No efforts in the last 90 days

Your Total Efforts

--

Your Total Distance

--

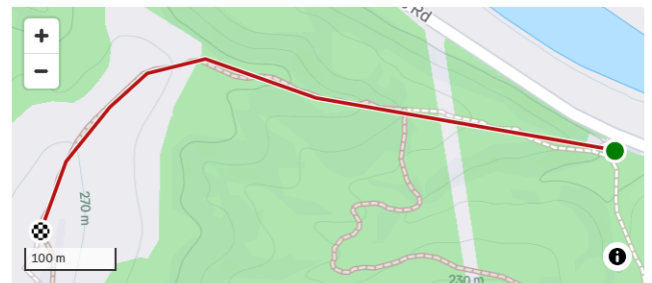
Radar Hill Climb

Run Segment - Athens, Ohio

Distance
0.46 mi

Vertical
273 ft

Avg Grade
11.1%



Overall Efforts

in the last 90 days

All Athletes

Following

Total Athletes
15

Total Efforts
64

Total Distance
29.79 mi

Rank	Athlete	Total Distance	Efforts
	Doug Esselburn	7.44 mi	16
2	Jessica Kopelwitz	5.58 mi	12
3	Jadey Gilmore	4.18 mi	9
4	Jenny Childers	2.79 mi	6
5	Ashley Brown	2.32 mi	5
5	Heidi Shaw	2.32 mi	5
6	Curt Sykes	0.93 mi	2
6	db hightower	0.93 mi	2
7	Emily Hunkler	0.46 mi	1
7	Daun Lutes	0.46 mi	1
7	Audrey Lutes	0.46 mi	1



Week 4 Challenges



Here For The Donuts! It's not SWVC without this challenge, and it's also an ode to one of our favorite team names, "Here for the Donuts." They don't disappoint, as you'll often see their Strava photos featuring donuts! Run to your favorite bakery, donut shop, or coffee shop, and take in a mid-run treat. Share a photo with what you ordered, or show us if you ran with your donut. For this challenge, we won't limit it to a donut, feel free to enjoy any sweet treat or pastry, and change things up this time by running there instead of driving!



City Trails! This challenge is inspired by a short film that Salomon released a decade ago, about running "City Trails" in Paris. Watch the 3:43 short film [HERE](#). The idea of City Trails is to find adventure in the city (or small town) around us, by getting off the normal sidewalks, roads, or bike paths and taking the paths, or making up your own paths, less traveled. Find the hidden gems in alleyways, stairs, and all the other nooks and crannies that a city might offer. You can tell a story with your running route, so share with us how you explored "city trails"!



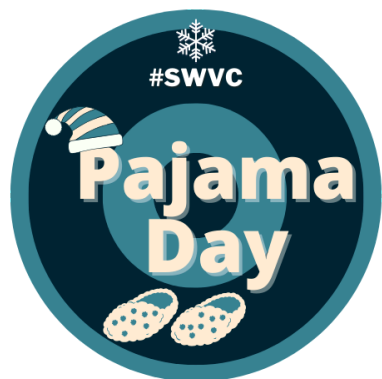
1 Mile Time Trial! It's time for your weekly workout, this time with a good ole time trial! Odds are a lot of you haven't ran a hard mile in a long time, or maybe since last year's winter challenge! A time trial is a good way to get a benchmark, and then you can test your personal fitness against that number in the future. 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! If you're close to Athens on Thursday evening, Ohio Valley Running Company has their weekly "Track Workout" at 6:00PM, and a 1 Mile Time Trial will be on the schedule!



Week 5 Challenges



Strava Art! This fun and creative challenge is always a highly requested challenge to include. 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, snap a screenshot and share your creation! The Strava Art Badge is inspired by one of our favorite run designs from the 2021 challenge: a T-Rex, by Ashley Brown.



Pajama Day! This challenge is for all you morning runners out there that are up before the sun getting your runs in - you have permission to not even get dressed, and to run in your pajamas! It was everyone's favorite day as a child, the day you were allowed to wear your pajamas to school, relive that memory by waking up and heading straight out the door for your run, without even changing into your running clothes. Take a selfie and share a picture of your favorite pajamas!



Podcast Run! Grab your phone and headphones and head out on this run with your favorite podcast! Everyone loves a good podcast and has their favorites to listen to, so do it this week on one of your runs! Give it a try, and snap a screenshot of what podcast you listened to; you might just find your next favorite podcast from someone else in the challenge!



Bonus Month-Long Challenge



Streak Run! This challenge was from way back in week one, but some of you kept the streak going all month! Awesome work to anyone that completed an activity every day (whether that was a run, walk, hike, etc)! Share this badge on your final day to show that you had a 31 Day Streak Run!