

# 100,000 METER CHALLENGE™

WELCOME TO THE 2020 100KMC!

## WHAT IS THE 100KMC?

A unique and innovative virtual fitness challenge where participants can log meters from 10 different approved activities. The goal is simple: hit 100,000 meters!

## APPROVED ACTIVITIES!

### STAIRMASTER



### SWIMMING



### RUNNING / WALKING



### RUCKING



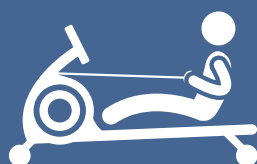
### ROAD/SPIN BIKE



### ELLIPTICAL



### ROWING



Each activity has a specific conversion rate to meters. This ensures balanced logging while offering participants the ability to stay fit in their own way!

Register today at [100kmc.com](https://100kmc.com)



@100000METERCHALLENGE

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## HERE'S HOW TO PARTICIPATE:

### GO SOLO:

Participate as an individual. Compete against all other challengers, and climb your way up the leaderboard!



OR

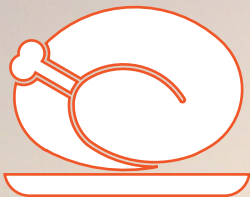
### CREATE A TEAM:

Create a corporate, family or friend team and compete against one another and other challenger teams across the globe!



### SO, WHEN IS IT?

The Challenge takes place every year from November 26 - December 24 (Black Friday to Christmas Eve)



### BUT, WHY SHOULD I?

#### We had two goals in mind when we first came up with the 100KMC:

Encourage and motivate people to get out and get active during the busy holiday season, when, let's face it, most of us slack on our workout routine with all of the family time and large meals that come during this time of year.

**AND**

Offer a platform for participants to fundraise for their charity of choice and get a little competitive while doing so!

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