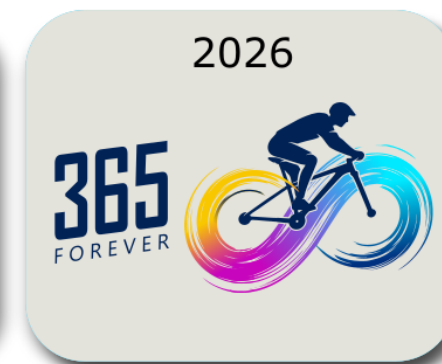




365

FOREVER



The principles



Built to last

a challenge
with longevity



Open and welcoming

easy to make
groups and for
new members
to join



Focus

physical
health, mental
health and
friendship



Evolution

incorporate
the last 10
years into
single
challenge

Hints.... Cheer or boo

1. Streaks are gone 🔥
2. Wooden spoons are back 🥄
3. Distance rewards are back 🏃
4. Gold awards are back ❤️
5. Platinum awards are back 💜
6. Active days are still important 📅
7. Monthly activities are here to stay ✨
8. Catch a fish is back 🐟
9. Back to some of the OG basics
10. You can lose points 📉
11. Emojis are here to stay! 😊 😐 😡 🤖 🦄 🦑 🦠

The idea

- **Earn points in 4 ways**

1. Earn 1 point for each active day up to 12 points per month. An active day is classed as any activity in strava for 20 mins.
2. Earn additional points for every kilometre or hour you complete of qualifying activities*
3. Earn additional points for completing monthly activities
4. Earn additional points for gaining bonus diamonds

- *The following activities qualify:

- Running/Walking *(you can self select to include walking in your running totals)*
- Cycling
- Swimming
- Workout
- Games

Active day points



**Qualifying
distance / time
points** 🏃



**Monthly activity
points** ★



**Bonus diamond
points** 💎



Distance / time points



Running

0.5 points per km



Swimming

2 points per km



Cycling

0.25 points per
km



Workouts

2.5 points per
hour















Games

2 points per hour










Monthly Activities



| | |
|--|---|
| January Jaunt  | Log 15 km of walking (5points) |
| February Fun  | Log activities from 6 different sport types (5points) |
| Mindful March  | Complete 2 hours of yoga or mindfulness practice (5points) |
| April Bingo  | Achieve a line or a full house on the Bingo card (detail in April – 5points) |
| May the Force Be With You  | Log 4 hours of structured workouts (5points) |
| June Jiggle  | Log 50 km of cycling (5points) indoor or outdoor cycling |
| July Jog  | Log 50 km of walking or running (5points) |
| Splash Time August  | Swim a total of 4 km (5points) |
| September Refresh  | Complete 4 active days with a friend (#365friends) |
| October Bonus  | Earn double points for all workouts |
| November Nutters  | Exercise every day throughout November (5points) |
| 12 Days of Christmas  | Complete 12 festive activity challenges (5points) |

Diamonds are forever: 5 points each



| Challenge Name | Description |
|---|---|
| Mountain Ascent  | Climb a mountain with at least 900 m total ascent |
| Catch a Fish  | Catch a fish of any size; log as handcycle (#365catchafish) |
| Parkrun  | Complete an official parkrun event (#365parkrun) |
| Half Marathon  | Complete a half marathon distance by running or walking. Regardless of your selected run/walk option. |
| 50 km Cycle  | Ride 50 km in a single cycling activity. Aka the Natnat challenge. Outdoor cycling! #365outdoorcycling |
| Water Sports Day  | Take part in a water sports activity with friends or family (#365splash) |
| Outdoor Swim  | Complete an outdoor (open-water) swim (#365outdoorswim) |
| 12 km Hike  | Complete a 12 km hike |
| Pub Sport Champion  | Win a game of pub sport; log as handcycle (#365winner) |

Diamonds are forever: 5 points each



Some additional dates for your diary

| Date | Challenge Name | Description |
|----------------|--------------------------------------|--|
| 1 January | New Year Day Walk 🎉 | Group walk with friends or family to start the year active (<i>#365happynewyear</i>) |
| 21 June | Summer Solstice Active Day ☀️ | Outdoor active day (<i>#365solstice</i>) |
| 13–15 November | Spotty Run 🐻 | Take part in the annual Spotty Run event (<i>#365spotty</i>) |
| 21 December | Winter Solstice Active Day ❄️ | Outdoor active day (<i>#365solstice</i>) |

What else

- No activity in a month = lose 5 points



How to complete the challenge



| | |
|------------|------|
| ✓ PASS | 365 |
| 🥳 SILVER | 730 |
| 👑 GOLD | 1095 |
| 🌟 PLATINUM | 1460 |
| 🔮 UNREAL | 2026 |



<365 = WOODEN
SPOON

A new year, a new challenge...
Who's in?



365
FOREVER