



## Frozen Feet Challenge 2024 is here!

January 1, 2024 – January 31, 2024

Welcome to the 2024 Frozen Feet Challenge sponsored by adidas! Let's MOVE OUTSIDE during the coldest part of the year with us. YOU are one of 1,000+ participants that will challenge yourselves to building a healthy habit this winter. We challenge you to achieve the FULL 4 week steak.

[This is your guide for everything you need to know about this challenge. There are changes to our 2024 Challenge, if you have participated in the past, please read!](#)

Beginning on Monday, January 1, we're challenging you to walk, hike, jog or run one mile (or more) every day OUTSIDE for 4 weeks! Commit to "Stride January" with West Stride and adidas!

How does it work? Each day, you complete at least one mile outside - walk, run, jog, hike, crawl. Just get outside and move! Then, log your completed miles on the registration site. It's best to log your miles each day so you don't get behind! But you can also do it at the end of each week. (Please note, you must manually enter your results, the site will not import or sync info from external apps or devices, but you can upload a GPX, FIT, or TCX file directly.) The Frozen Feet Challenge uses the honor system, please record only daily miles completed.

Need more incentive? Complete the challenge and claim your finisher's prize - an insulated cup and finisher's sticker! We'll complete the final mile at our Scofflaw Stride on January 31st, where you can end Stride January with local brews and claim your finisher's prize.

Please note: If you are registering someone other than yourself, make sure that you input THEIR email address so they can log their miles easily, and they get updates from us.

## HOW TO LOG YOUR MILES:

- Head to the [Frozen Feet registration page](#). You may need to login to your RunSignup account if you aren't already logged in.
- From there, click the "Results" tab or the LOG MILES button and follow the prompts from there.
- (Remember to enter miles and not steps!)

[Click here to join the West Stride Frozen Feet Facebook group](#).

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## Frozen Feet 2024 FAQ

- **What if the weather's bad?** Define "bad." There's no bad weather, only bad clothing choices. Of course, if there is a day of weather that is just too treacherous to get outside, we'll give everyone a "mulligan." Otherwise, bad weather is part of the challenge and assume it's a *go!* You just need to dress for success. West Stride can get you outfitted comfortably for all kinds of weather...come see us or shop online!
- **Can I bike? What about a scooter?** Nope and nope. You cannot use wheels or gravity to get those miles in.
- **What if I forget to log my miles?** Try to keep up with logging your miles every day. But you can go back and enter past mileage if you forgot. That's part of the responsibility of the challenge.
- **I'm having trouble logging my miles and/or it doesn't recognize me.** Make sure you are logged into RunSignup with the email you used when you signed up. If someone else signed you up, you *should* be able to log miles without having to log in if you input your phone number correctly.
- **What if someone cheats?** This is the honor system. This is a challenge to benefit you! Don't cheat yourself!



- **Can I get a sick day?** No sick days are given. Sorry, that's also part of the challenge. Technically you'll be out of the challenge, but we hope that you'll pick it back up on your own when you're feeling better.
- **Can I split up the mile?** Nope. Do it in one effort!
- **Can I "bank" miles to use on other days?** Nah, we aren't a bank, we are a streak challenge.
- **Do you have to live in the Atlanta area to participate?** We'd love to spread the Frozen Feet love far and wide. Get your friends and family in other parts of the world involved; it will definitely help with accountability.  
**Finisher's Mugs will only be available for pickup, while supplies last.**



**Now get ready to conquer your mile!**

If you have any questions, please email [info@weststride.com](mailto:info@weststride.com)