



**FIRE  
UP  
YOUR  
FEET!**

## Fire Up Your Feet Activity Challenge Rewards Active Families and Schools!

*K-8 schools in participating regions can earn cash awards to support walking, bicycling, and physical activity programs.*

*\$95,950 in cash awards*

**October 1-31, 2016**

California, Colorado, Hawaii, Maryland, Metro Atlanta, Nevada,  
Oregon, SW Washington, Virginia, Washington, DC

Ready to sign up?

- 1. Click it!** Register today at [fireupyourfeet.org](http://fireupyourfeet.org).
- 2. Track it!** Track your physical activity using our easy online Activity Tracker. Bicycling, walking, recess – all activity counts!
- 3. Earn It!** The more participants, the better your school's chances of winning awards that can be used for physical activity, wellness and Safe Routes to School programs!

[www.fireupyourfeet.org](http://www.fireupyourfeet.org)



**KAISER  
PERMANENTE®**



[fireupyourfeet.org](http://fireupyourfeet.org)



# Activity Challenge Awards

## 1st, 2nd, and 3rd Place Final Challenge Awards

Awards based on the percentage of parents, students and school staff using the online activity tracker divided by school enrollment. Award categories and amounts will vary by region.

## Breakout Awards

**Bike Your Region Award:** Drawing for any school with over 20 participants tracking enough biking miles to bike across their region during the duration of the challenge.

**Marathon Kids Run/Jog Challenge Award:** The award will go to the school with the highest total minutes spent running or jogging. Schools with a minimum of 20 participants tracking running/jogging are eligible. The winning school will receive 10 Marathon Kids Running Club Memberships (\$150 value).

**Small School Award:** Schools with less than 100 students are not eligible for the 1st, 2nd and 3rd Place awards listed above and can compete in this small school category. This award will be given to the school with the most students, parents/guardians, and school staff tracking during the Challenge Period, divided by school enrollment.

**School Staff Engagement Award:** Any active school with 10 or more school staff (i.e., teachers or school district personnel) actively tracking as individual users will be entered into a drawing for this award.

**Ready, Set, Go Award:** Any school with 20 participants that have tracked at least one activity using the coordinator or individual tracker during the second week of the challenge will be entered in a drawing for this award.

**Jump In Award:** Any school that has not begun tracking activity during this Challenge is eligible to win! Track a minimum of 20 participants during week 3 of the Challenge and your school will be entered in a drawing for these awards.

**PeopleForBikes Awards:** A \$500 PeopleForBikes award will go to the top three schools nationally with the highest percentage of participants tracking bicycle activity. A total of three \$500 awards are available; limit one award per state/region.

**Let's Move Active Schools Award:** Schools that have enrolled with and completed an online Assessment for Let's Move Active Schools and have at least 10 participants tracking activity for the Fire Up Your Feet Challenge will be entered in a drawing for a \$500 award.

*Additional awards may be offered in your region. Visit your region's website for more information about award types and amounts.*



fireupyourfeet.org