

## 2 CHALLENGES A WEEK FOR 10 WEEKS



# Every Day is A New Day

Summer Challenge Calendar



Every tag on Facebook or Instagram posts & stories enters you in our bi-weekly raffles! To be entered for each giveaway of the summer, make sure to tag @gunnisonTETWP & use #PedalforPink #GunnisonTough #EveryDayIsANewDay

### Week 1: Monday June 13th



**PEDAL CHALLENGE:** Ride & share your *favorite* route! Around town, on the road, or in the rough! Share it!  
**SHARE CHALLENGE:** Set your summer challenge goal! Share your goal on Facebook & Instagram and include why you're Pedaling for p!nk! Tag 5 friends in your post & encourage them to participate!

### Week 2: Monday June 20



RAFFLE

**PEDAL CHALLENGE:** Choose your challenge! Maybe you'll try a new trail? Add an extra mile? Share your challenge!  
**SHARE CHALLENGE:** What is your bike maintenance routine? How do you keep your gear ready to go?

### Week 3: Monday June 27



**PEDAL CHALLENGE:** Ride your bike to work! Maybe ride it every day this week! Share your morning commute!  
**SHARE CHALLENGE:** Lets get nerdy! Who doesn't love talking about their gear! Share your bike & why you love and trust it to get you out into the zone & back home!

### Week 4: Monday July 4



RAFFLE

**PEDAL CHALLENGE:** Ride with a friend! How do you encourage each other on & off the bikes? Share it!  
**SHARE CHALLENGE:** Feeling festive! Let's see your pedaling outfit of the day, \*hint\* there should be some pink because you are #ToughEnough

### Week 5: Monday July 11



**PEDAL CHALLENGE:** Switch it up! Pedal for Pink at a different time of day! Some prefer afternoons or evenings to take a ride, switch it up & ride at a different time! Maybe an early morning is just the refreshment you need! Share it!  
**SHARE CHALLENGE:** Revisit the goal you set at the beginning of the challenge! You're halfway through! Share your progress and failures so far! How will you accomplish your goal in the next 5 weeks?



RAFFLE



RAFFLE



RAFFLE

**PEDAL CHALLENGE:** Ride with someone you've never biked with before! What did you learn from each other?  
**SHARE CHALLENGE:** The climb can be hard, but the view is always worth it. Where did your ride take you this week?

### Week 6: Monday July 18

**PEDAL CHALLENGE:** How long have you been biking? Ride a year, decade, score, or century! Keep track of your miles for the week. Do they add up to 10, 20, or 100 miles?  
**SHARE CHALLENGE:** Snap a photo to show your Strava, GPS, or you holding up the number of miles you rode this week.

### Week 7: Monday July 25

**PEDAL CHALLENGE:** Bike for a Brew Speed Challenge! Ride a route you are comfortable with, can you beat your PR? Post it for a free beer!  
**SHARE CHALLENGE:** Climbing is the grunt work of biking, challenge a friend to an uphill race. Who can make it to the top faster!

### Week 8: Monday Aug 1

**PEDAL CHALLENGE:** Is there a trail or climb that you think might be challenging? Don't wait, try it this week!  
**SHARE CHALLENGE:** Challenging trails aren't just a test of fitness, they're test of character. Share your most challenging ride, we want to hear about it!

### Week 9: Monday Aug 8

**PEDAL CHALLENGE:** It's the last week of the challenge! Did you reach the goal you set on week 1? Set your next goal & get started on it today! Share it!  
**SHARE CHALLENGE:** You are tough enough! Share what biking has taught you and why you do it. Thank you for Pedaling for Pink. Don't forget to join us for the END OF SUMMER RIDE on Aug 18th!



@GunnisonTETWP



#GunnisonTough

#PedalForPink

#EveryDayIsANewDayChallenge