

## Get in Gear for the New Year 60 Mile Challenge on Facebook

Start off the new year by completing 60 miles and fundraising for disaster relief! The American Red Cross Get in Gear Challenge is a 60 mile virtual event hosted on Facebook that brings people together so they can engage and interact with others in the group, create a fundraiser, and track towards running or walking 60 miles this January!

**What is it?** The Get in Gear Challenge is a virtual fitness event hosted on Facebook. Participants register by joining the Facebook group and opting-in to Messenger and are then encouraged to create a fundraiser on Facebook to support Disaster Relief. Participants are encouraged to engage with the community within the group and share about their Challenge experience while raising funds and tracking their miles.

**How does it work?** Participants join a Red Cross Facebook group, create a fundraiser, and opt-in to Messenger to track miles and receive information. Starting January 1 participants can track their miles through Messenger as they work towards their goal of 60 miles by the end of January. Throughout the event participants will receive communications through Messenger and from posts in the Facebook Group providing updates, encouragement, fundraising tips, and encouraging interaction from the group.

While running and walking throughout the month, participants will be encouraged to fundraise to support disaster relief.

Participants are encouraged to engage with the community in the Get in Gear Challenge Facebook group. The group is a great place to share encouragement, provide fundraising tips, and ask questions about the activity and the Red Cross mission.

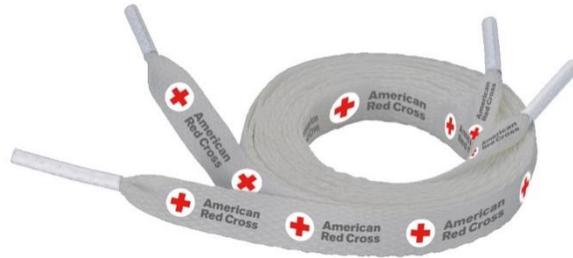
**Where is the event?** The Get in Gear Challenge is a virtual event. All participants can run or walk wherever they choose!

### Registration and Fundraising

- **Register** for the Get in Gear for the New Year Challenge [here](#)
- **Create** a fundraiser for the Get in Gear for the New Year Challenge [here](#)

### Registration Incentive:

All participants that complete the registration process will receive free Red Cross shoelaces, while supplies last and shipping only within the US. Participants must complete the registration process through Messenger and provide all shipping information in order to receive these items; please allow 3-5 weeks for shipping.



### Fundraising Incentive:

All fundraisers that raise at least \$60 will be eligible to receive a Red Cross long sleeve T-shirt! Participants will be prompted to claim their item and provide their shipping information in Facebook Messenger once they have raised at least \$60. Please allow 3-5 weeks for processing and shipping. Shipping is only available within the United States and items are available while supplies last.



### Questions:

Participants are encouraged to ask questions in [Facebook Messenger](#) and review the posted [FAQ](#) within the Group. If there are additional questions, please email us at [p2pfundraising@redcross.org](mailto:p2pfundraising@redcross.org).