THE BASICS

Title: Movin' & Groovin'
Duration: 6 weeks
Tracking: Log activity online

- **Challenge Theme**: Music and movement naturally go together. Whether it is your foot tapping to the beat or your body swaying to the rhythms, music inspires bodies to move. This fun step challenge capitalizes on the power of music and invites individuals/teams to move and groove as they travel the country visiting the best venues for live music along the way.

- **Challenge Goal**: The Movin' & Groovin' challenge inspires individuals to explore how music can positively impact activity level and overall wellbeing. Users/team members log their daily steps to travel along the challenge route – those are the Movin' steps. Groovin' steps are awarded for activities that encourage the individual to engage with music such as dancing, playing an instrument, singing, listening to music, or creating music. Along the way, milestones are awarded when the user/team member arrives at one of the seven concert venues on the route.

- **Tracking Activity**: Participants log their daily steps manually on the desktop or mobile site. Movin' steps may also be automatically uploaded by syncing a wearable fitness tracker to the challenge. A maximum of 12,000 Movin' steps may be awarded daily. Groovin' activities are logged on the desktop or mobile site. The user is awarded 1,000 steps for each Groovin' activity completed each day with a maximum of four Groovin' activities allowed per day. Participants may view progress on the leaderboard. In the team version, the step total is an average of all members on the team.

- **Challenge Milestones**: As individuals/teams travel along the route, they will earn a milestone at specific locations. The milestones for this challenge will be awarded at these locations:

CHALLENGE MILESTONES	STEP TOTAL
Alpine Valley Music Theatre	62,163
The Gorge	167,739
Red Rocks Amphitheatre	237,233
Hollywood Bowl	289,226
Ryman Auditorium	401,812
Tabernacle	415,287
Madison Square Garden	464,500