



2021
Giddy Up Challenge
RECAP



GIDDY UP CHALLENGE 2021 recap report

DEMOGRAPHIC DATA

312

PARTICIPANTS
Purchased BaseCamp
Training Plan: 100

3,890,288

TOTAL ELEVATION
CLIMBED - FEET

57%

FEMALE

43%

MALE

286

BIKERS

26

RUNNERS

PARTICIPANTS BY CATEGORY

Full Everest: 19%
¾ Everest: 2%
½ Everest: 28%
¼ Everest: 39%
Choose your own: 12%

37

US STATES

Canada
Argentina
Spain
South Africa
Norway
Denmark

12

COUNTRIES

Australia
Germany
Switzerland
Great Britain
USA
Japan

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FUNDRAISING

\$100,000 raised for organizations who help protect the outdoor spaces and natural places we cherish!

573 individual donations received!



The Conservation Alliance

WOOD RIVER LAND TRUST
Protecting the Heart of the Valley *Now and for the Future*

OUTDOOR ALLIANCE

POW
PROTECT OUR WINTERS

TOP FUNDRAISERS



John Perenchio
\$12,100

Patrick Piper
\$3,775



Austin McInerny
\$2,660



TOP FUNDRAISING TEAMS



Be Good Foundation
Board of Directors
\$30,611

The Lady Gang!
\$4,371



4AM Squad
\$2,000

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HIGHLIGHTS

Stories from the weekend



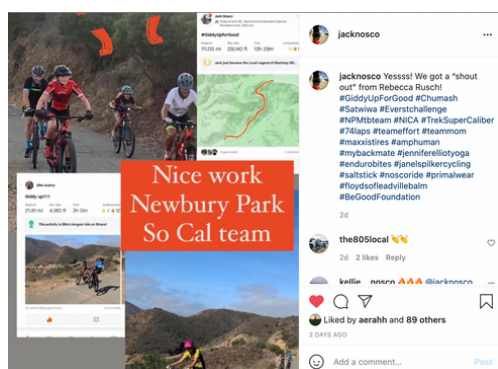
THE LADY GANG



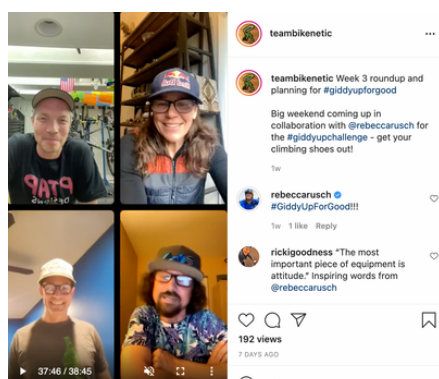
DARON RAHLVES



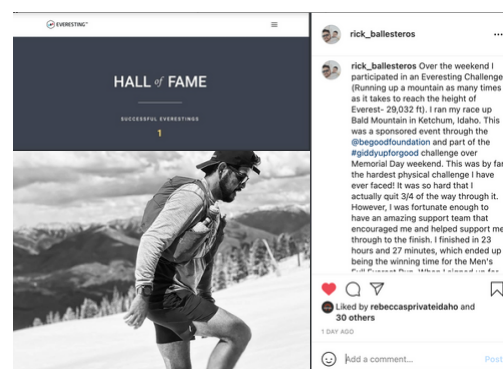
STEPHANIE MARIE HOWE



NEWBURY PARK SOCAL
NICA TEAM



TEAM BIKENETIC



RICK BALLESTEROS

Strava Challenge

TOTAL FEET CLIMBED

118,608,094

46,718

Participants in
Strava Challenge

FEET CLIMBED PER CATEGORY

Indoor Run

49,675

Indoor Ride

5,743,629

Outdoor Run

9,554,708

Outdoor Ride

103,260,082

GIDDY UP CHALLENGE 2021 recap report

MARKETING REPORT

Social Media #GiddyUpForGood

Stats are specific to Giddy Up Challenge content



28 Total Giddy Up Posts
155k Accounts Reached
178k Impressions



8 Giddy Up Videos
538 Views
60.5 Hours of Watch Time
9.3k Impressions



16 Giddy Up Posts
61.8k Accounts Reached
77.8k Post impressions



8 Total Tweets
12.4k Impressions
1.2k Media Views
866 Engagements

Top Performing Posts



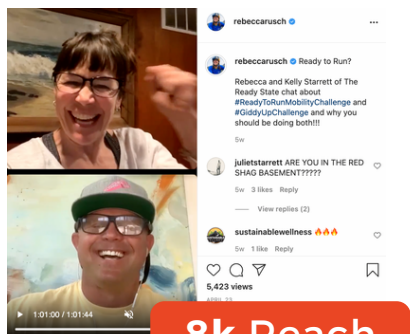
15.4k Impressions
13.4k Reach
851 Likes



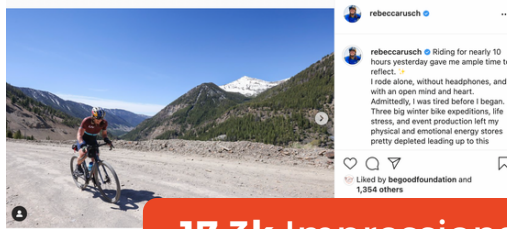
5.8k Reach
3.6k Views
284 Likes



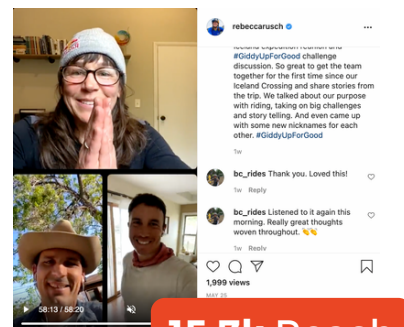
16.4k Impressions
13.4k Reach
1.2k Likes



8k Reach
5.4k Views
320 Likes



17.3k Impressions
13.8k Reach
1.4k Likes



15.7k Reach
2k Views
189 Likes

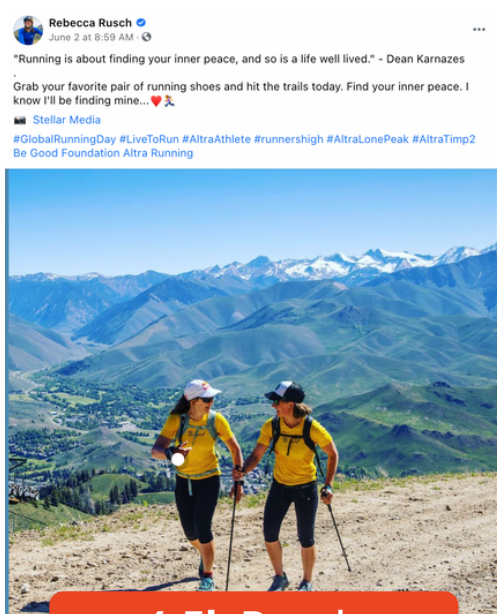
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MARKETING REPORT

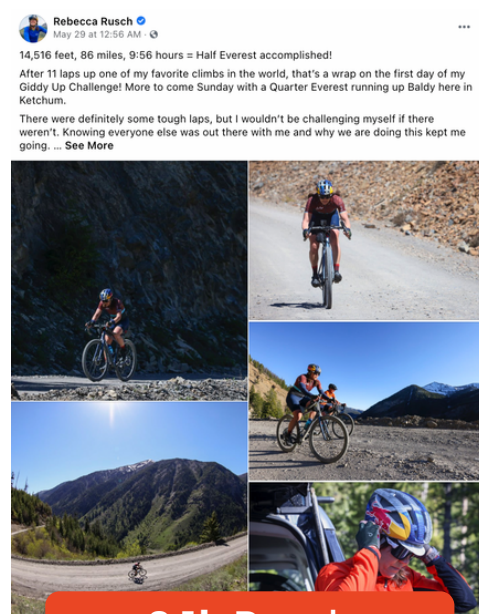
Top Performing Posts



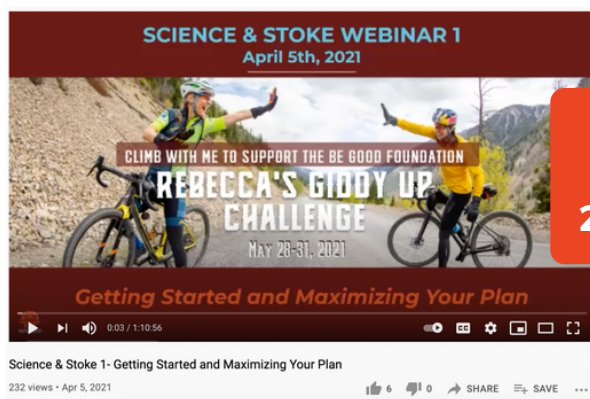
1.3k Engagements
9.8k Reach



4.5k Reach
146 Engagements



8.1k Reach
803 Engagements



230 Views
376 Impressions
23.8 Hours of Watch Time

Website Page Views

Home Page
17,877

Science & Stoke
1,367

Training
907

Registration
4,000

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Thank you for helping us #BeGood!



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BASECAMP

TRAIN WHERE YOU BELONG

STRAVA

REVELSHINE



EVERESTING™