



Rebecca's Giddy Up Challenge 2021

Social Toolkit #1

Official URL: www.GiddyUp.RebeccasPrivateldaho.com

Register: <http://bit.ly/GiddyUpForGood>

Official Hashtag: #GiddyUpForGood
Secondary hashtag: #JoinTheRusch & #BeGood

Assets: [HERE](#) credit: @stellar_media

Facebook Event Page: <https://fb.me/e/1VoTCTOk9>

Event Schedule:

- Registration Open Now
- April 5th - Training starts (for those who purchase optional training plan)
- May 28th - 31st - Event Weekend

Suggested Copy IG/FB:

@Rebecca Rusch and @BeGoodFoundation invite you to ride and run from wherever you are to challenge yourself and help protect the outdoor spaces we all cherish.

Globally, we will rack up the elevation in full Everest, 3/4, 1/2 or 1/4 the elevation of Mount Everest (29,032 feet/8,848 meters). Why? To push you further than you thought you could go...Queen of Pain style. AND to raise awareness and funds to support organizations that preserve, protect and honor outdoor natural places and advocate for accessible outdoor experiences for everyone. Ride or run, inside or out, together as part of a global team. Training plans are available for each elevation. Leaderboard, prizes and awards included!

#GiddyUpForGood #BeGood

Contacts:

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