



BEAT THE BLUES Winter Marathon



Do Midwest winters (or colder temperatures) get you in a slump? Then the “Beat the Blues Winter Marathon” is just the answer you’ve been looking for!

April Brill and Ashley Christensen
Northeast Iowa Safe Routes to School
Upper Explorerland Regional Planning Commission
Decorah, Iowa

Starting a Winter Marathon is as simple as answering these questions:

What populations do you want to target and how will you advertise to them?

What partnerships need to be formed to make this program most successful?

What are the start and end dates and locations for the “Kick-Off” and “Final Mile” events?

Where (both physical and online) can community members find information and “Mileage Logs?”

Will there be incentives for completing the Winter Marathon? If so, will they be bought or donated?

“Beat the Blues Winter Marathon” (Winter Marathon) is a free, family-oriented challenge to get people of all ages outside and active during the cold winter months. The Winter Marathon challenges participants to complete a full marathon (or more!)—26 miles—over the course of a set time during the winter months. Participants are encouraged to walk, run, ski, snowshoe, or bike 26 miles outdoors at their own pace. Or, they can play outside for 30 minutes to equal one mile.

A “Community Walk” kicks off the Winter Marathon to give participants the opportunity to complete their first mile. A “Final Mile Party” is hosted at the end for participants to complete their final mile in style. Participants can also sign up for the “Ultra Marathon Challenge” to see how many marathons they can complete over the duration of the Winter Marathon.

