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# PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### **Second Annual 100 Miles in 100 Days Challenge Begins June 5**

Press Contact Information:

Lee Knottnerus, Deputy City Manager

Phone: 360-887-3557

[lee.knottnerus@ridgefieldwa.us](mailto:lee.knottnerus@ridgefieldwa.us)

In 2020, the City of Ridgefield created the 100 Miles in 100 Days Challenge to encourage everyone to get outdoors, enjoy our natural resources, and be active. This year the City is bringing the challenge back with exciting new developments: an online distance tracking system, partnerships with local businesses to provide several community events and promotions along the way, and a beneficiary: The Friends of the Ridgefield National Wildlife Refuge.

100 Miles in 100 Days challenges participants to complete 100 miles of walking, running, paddling, or biking outside in 100 days. The challenge kicks off on National Trails Day, Saturday, June 5<sup>th</sup>, and runs through Monday, September 13<sup>th</sup>. Registration is \$10/person and includes access to the online tracking system, a 2021 challenge T-Shirt, and an enamel "Finisher" pin. Registration can be completed online through June 21<sup>st</sup> at <https://www.eventbrite.com/e/100-miles-in-100-days-registration-153059289455>. All proceeds will go to the Friends of the Ridgefield National Wildlife Refuge.

Thanks to our generous community sponsors, the 2021 challenge features an online tracking system that allows participants to see one another's progress and sync with popular activity tracking apps such as Strava, Under Armour, and Garmin. This optional feature includes a challenge page with stats, graphs, and leaderboards. Participants can still use a paper log if they would prefer not to use the online tracker.

Perhaps the most exciting development in the 2021 event is the partnerships the City has forged with various Ridgefield businesses and organizations through sponsorships and planning community events and promotions. Everyone is invited to start the challenge on Saturday, June 5<sup>th</sup> by participating in the annual Big Paddle event, completing a rowing challenge with East Ridgefield CrossFit at Davis Park, or hiking the Carty Lake Trail from the Port to the Cathlapotle Plankhouse. The Doghouse Food Cart is offering a special promotion on Saturdays, June 12<sup>th</sup> to September 11<sup>th</sup>: Complete one mile of paddling on Lake River and visit The Doghouse at the boat ramp to receive a free hot dog. On Saturday, August 28<sup>th</sup> Ridgefield Craft Brewing and Pet Wants Scappose are hosting a "Walk for Beer" from the Taphouse in downtown Ridgefield to the Ridgefield Outdoor Recreation Complex and back with fun pop-ups along the way. An orienteering challenge, guided hikes, and more opportunities are currently being planned, look for details on the website: <https://ridgefieldwa.us/things-to-do/community-events/100-in-100/>

The beneficiary of this event, the Friends of Ridgefield National Wildlife Refuge is a non-profit dedicated to promoting educational programs of the Ridgefield NWR, and protecting and enhancing its wildlife habitat. The Refuge has several scenic walking trails that offer an excellent opportunity to complete miles for the challenge. The Friends of RNWR supports a variety of programs that assist in making the Refuge a resource



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for wildlife and people. The daily entrance fee to the Refuge is \$3.00, check the Refuge status page before your visit for up-to-date hours and announcements:

<https://www.fws.gov/nwrs/twocolumn.aspx?id=6442462682>

This event is sponsored by East Ridgefield CrossFit, Lava Java, Ridgefield Art Association, Ridgefield Craft Brewing, Ridgefield Community Gleaners Association, Ridgefield Mini Storage, Rosauers Supermarkets, Rose Realty, Soroptimist International of Southwest Washington, Sportsman’s Public House, and The Doghouse. Thank you.