



# greentrek CHALLENGE

JUNE 4TH – SEPTEMBER 30TH

**OUR MISSION** is centered on promoting health, well being and vitality. The **Green Trek Challenge** was created from the desire to encourage Team Members to live a healthier lifestyle and have fun while doing so. We are encouraging each and every Team Member to participate in the company wide Green Trek Challenge. Every Team Member is eligible to participate in this voluntary event. See below for all the details: the main premise is earning virtual raffle tickets (VRTs). You can earn them 8 different ways. The more you play the better your odds of winning awards.

## WHAT'S NEW...

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[facebook.com/GreenTrekChallenge](https://facebook.com/GreenTrekChallenge)

### GREEN TREK CHALLENGE FACEBOOK PAGE!

We've created a Green Trek Challenge page where team members all over the country can share invitations and photos to Green Trek events! ***Like this page and start sharing.*** With the new Group Green Trekking concept being introduced this year (the more team members you exercise with, the more vrts you get!), this is a great way to increase your points and have fun exercising together!

## 2 GROUP GREEN TREKKING!

To increase participation of Team Members in stores/facilities to participate in group activities, we will have a new point structure where Team Members who participate in activities with other Team Members earn more vrts. Team Member Participation Bonuses will be given where TMs will earn double points for exercising with 2–5 Team Members and triple points when exercising with 6+ Team Members! Normal “Solo” exercises stay at the same point level.

## 3 MORE HEALTHY EATING OPTIONS!

The foods for Healthy Eating are changing based on feedback from Dr. Lederman and the Global Healthy Eating Team.

# SUMMARY OF THE GREEN TREK CHALLENGE

# GREEN TREK CHALLENGE OFFICIAL RULES

**There are 8 ways to participate and compete.**

1. Healthy Eating
2. Cycling
3. Running
4. Walking / Hiking
5. Exercise Machines
6. Multi Sport (defined as all other exercise / sports)
7. Community Service
8. Alternative Travel (carpooling, public transportation, walking, biking, hybrids etc)

**Don't forget about Group Green Trekking:** Team Member Participation Bonuses will be given where TMs will earn double points for exercising with 2–5 Team Members and triple points when exercising with 6+ Team Members!

## Individual discipline competition

- Cyclists compete against Cyclists
- Runners against Runners
- Hikers/Walkers against Hikers/Walkers
- Multi-Sport against Multi-Sport
- Exercise Machine against Exercise Machine

## Four Stage Races in the exercise categories:

- Cycling, Running, Walking/Hiking, Multi-Sport, Exercise Machine
- There will be four 1 month competitions.
  - In each category there will be both men and women stage champions. These winners will have the most VRTS in the stage.
  - The stages will correspond as follows:  
Stage 1 same date as FP 10; Stage 2 = FP11;  
Stage 3 = FP12; Stage 4 = FP13.

- Green Trek Challenge is a voluntary based program.
- The Green Trek Challenge is based on the honor system.
- The 2012 challenge will take place FPs 10, 11, 12 & 13.
- Each TM will input their numbers on this website: <http://greentrek.wholefoods.com>
- All participants need to agree to the GTC waiver prior to starting the challenge.
- You must be a Whole Foods Market TM.
- The week will begin on Monday and end on Sunday.
- You must have an odometer or equivalent software to measure your mileage. (MapQuest, map my ride etc)
- Each store/facility should have point persons who can answer questions and encourage participation.
- TMs will only log actual exercise miles & minutes, alternative travel trips, healthy eating servings, and community service hours. The database will compute the proper amount of VRTs .



# VIRTUAL RAFFLE TICKETS

A Virtual Raffle Ticket (VRT) can be earned eight different ways:

**Biking:** 2 VRTs for each mile logged

**Running:** 4 VRTs for each mile logged

**Walking / Hiking:** 3 VRTs for each mile logged

**Multi-sport:** 4 VRTs for each hour logged  
(1 VRT for each 15 minute segment)

**Exercise Machine:** 1 VRT for each mile logged

**Alternative Travel:** 1 VRT for each trip logged (max 2 per day)

**Community Service:** 5 VRTs for each hour logged

**Group Green Trekking:**

## 2 – 5 TMs

**Biking:** 4 VRTs per mile

**Running:** 8 VRTs per mile

**Walking/Hiking:** 6 VRTs per mile

**Exercise Machines:** 2 VRTs per mile

**Multi-Sport:** 8 VRTs for 60 minutes of exercise

## 6+ TMs

**Biking:** 6 VRTs per mile

**Running:** 12 VRTs per mile

**Walking/Hiking:** 9 VRTs per mile

**Exercise Machines:** 3 VRTs per mile

**Multi-Sport:** 12 VRTs for 60 minutes of exercise

*(For example, Brian cycles 30 miles by himself, he will earn 60 VRTs (30 x 2). If Brian cycles 30 miles with Team Member Jason, they will both earn 120 VRTs (30 x 4)! If Brian cycles 30 miles with Jason, Tim, Dave, Doug, Alex and Chip, they all will earn 180 VRTs (30 x 6)!*

**Healthy Eating:** The foods for Healthy Eating are changing based on feedback from Dr. Lederman and the Global Healthy Eating Team. **1 VRT for each individual serving of any of the vegetables below.** "Individual serving" is defined as approximately 1 cup. These are some of the most nutrient dense foods. (max 10 VRTs per day)

- Kale
- Mustard Greens
- Watercress
- Spinach
- Arugula
- Collards
- Turnip Greens
- Bok Choy
- Brussels Sprouts

## New Healthy Eating foods:

- 1/2 cup of cooked starchy vegetables (potatoes, winter squash, yams, etc.)
- 1/2 cup of cooked intact whole grain (brown rice, oats, quinoa, etc.)
- 1/2 cup cooked beans (garbanzo, pinto, lentils, etc.)
- 1/2 cup cooked or 1 cup raw vegetables (mushrooms, onions, peppers, etc.)
- 1/2 cup cooked or 1 cup raw leafy greens (spinach, chard, lettuce, etc.)
- 1/2 cup cooked or 1 cup raw cruciferous vegetables (broccoli, Brussels sprouts, collard greens, etc.)
- 1/2 cup fruit or one small to medium fruit

- The Global Office will participate as a facility.
- The goal is to keep the core of the challenge consistent and transparent across the regions. However, each region has the autonomy and flexibility to adapt the challenge as they please.
- The main competition exists within the individual regions so each region should create its own incentives and awards.
- The regions will pitch in for a grand prize randomly drawn from overall virtual raffle tickets.
- The awards are not transferable. There will be four alternates chosen for the raffles.
- For random drawings each individual VRT will be assigned a number that corresponds with the individual TM.

## Edits to prior data are restricted to the following procedure:

- Edits may be done by each TM during the competition. If mistakes are made during data entry, the TM will be able to remedy the issue by entering the accurate information.
- Vacation and Time Off: With the ability to enter data via the external website, Team Members will be able to enter their data from any computer with internet access. This gives TMs the opportunity to log miles etc during their time off. data from any computer with internet access. This gives TMs the opportunity to log miles etc during their time off.

# AWARDS

At the end of the contest we will utilize random.org to identify one number. That number will identify the winning VRT and TM of the Grand Prize.

## Global Awards - Company Wide Champions

- **Overall champion region** - (traveling trophy similar to Americas cup)
  - Two awards will be given: One for the highest average number of TMs participating and one for the most VRTs earned
  - The trophies will remain in the region until a new champion is declared.
- **First Prize** - (Randomly drawn) PTO for 5 days
- **Second Prize** - (Randomly drawn) \$500 cash prize
- **Third Prize** - (Randomly drawn) \$250 cash prize
- **Overall champion (most VRTs) in each region will have the opportunity to attend one of the upcoming Immersion Programs**  
*Winners will be announced at the end of the contest.*

## Regional Awards

Each region provides their own incentives and awards.



## IMPORTANT INFORMATION

*Individuals should consult their physician before engaging in increased or new exercise, or exercise related routines, procedures or activities. Whole Foods Market cannot and will not be responsible for injuries suffered from any individual or group activities pertaining to the Green Trek Challenge. Whole Foods Market is not and will not undertake or be responsible for the supervision or control of individual or group activities related to the Green Trek Challenge.*

*Whole Foods Market will use its best efforts to accurately receive, store and forward Green Trek Challenge information regarding participating individuals but will not be responsible for errors, either by its own staff or outside services, concerning the calculation of results or the selection and announcement of winners. By submitting information, participants expressly warrant and acknowledge that they have no vested interest in or expectation of winning a prize or reward.*

*The operation, supervision or availability of any award offered as part of the Green Trek Challenge provided by a third party is beyond the supervision or control of Whole Foods Market, and the company shall not be held responsible or liable for any act or omission on the part of any third party provider.*



## Green Trek Jerseys!

Available for order from Advertising With Wit!  
(click on the link below)

<http://www.quirkey-c.com/WHOLEFOODS/SKUDetailsWFM1FCJ18ooGTL.Asp>