

# RUN WILD: 1 MILLION RUNNERS FOR 1 MILLION SPECIES

by adidas Runtastic Team | 17.09.2020 | ⌚ 7 minutes



Does anybody get the feeling that nature is sending us some signals this year? If ever there was a time to Run Wild and advocate for the planet, it's now. As of 2020, more than **1 million species of plants and animals are threatened with extinction because of human activities**. So let's get to work.

During this year's Run Wild, we're calling on **1 million runners to give a voice to 1 million species** at the UN General Assembly Biodiversity Summit. Together with our partners United Nations Environment Programme and Internet of Elephants, we will show that athletes are ready to support policy decisions that create reform on a global scale.

**We are 1 million runners in favor of a more sustainable planet** where humans, animals, and everybody else on the web of life can thrive.

## WHY RUN? IF YOU RUN WILD, THEY RUN WILD

We know that when large groups of passionate, motivated people rally around issues, we can make progress toward change. When you participate in Run Wild in the [adidas Running app](#), you'll follow one of three threatened species through their habitat as you try to keep up with the kilometers they travel daily. As you do, you'll learn more about their ecosystems, the foundations and people working to protect them, and more ways you can get involved to support.

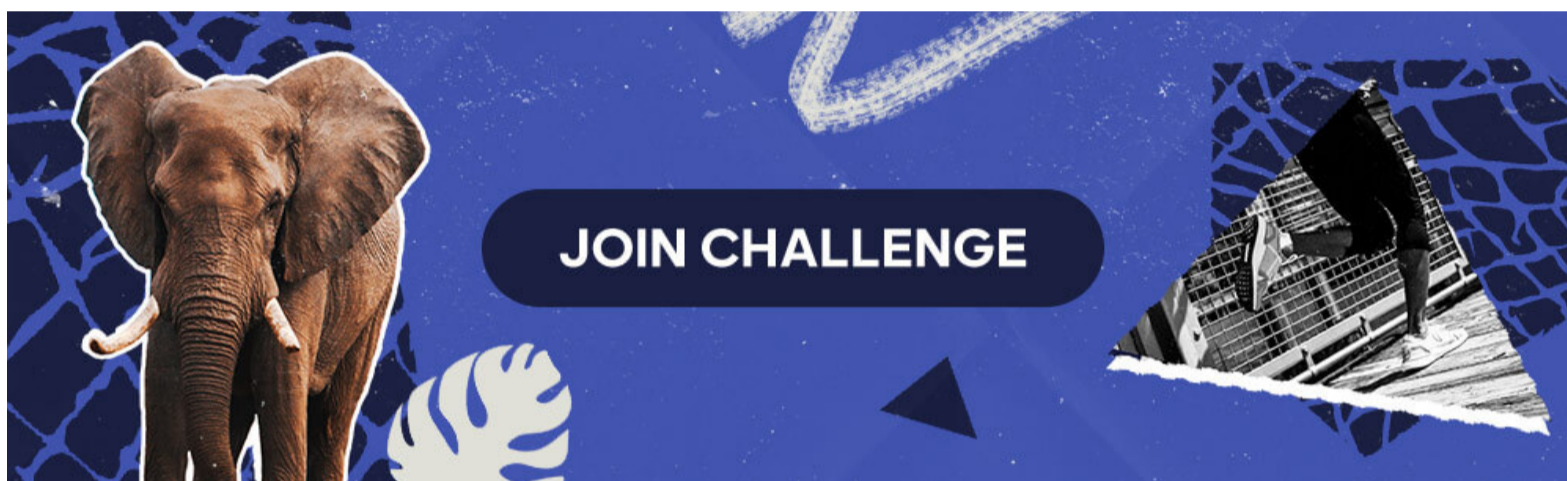


## CHOOSE YOUR OWN ADVENTURE (BUDDY)

Pick from one of three animals and see if you can outrun the distance they travel from September 25 – October 4. You'll follow either Adjany the elephant, Tendrel Zangmo the tiger, or Pamoja the pangolin on their daily journey, learning more about their natural environment, the challenges they face, and how we can help prevent their extinction.

### RUN WILD WITH ADJANY THE ELEPHANT

Adjany is a female elephant who roams the plains of the African Savanna. Her species is primarily found in sub-Saharan Africa, but can also be found in the deserts of Mali and Namibia as well as deep in the rainforests of West Africa. One of only 400,000 wild elephants left, she spends her days gathering the 300 pounds of food it takes to maintain her body weight. But don't let her fool you, this lady can move! Because she is the most active of the animals, this challenge is for advanced runners. See if you can keep up!



#### Support Space for Giants

Learn more about [Space for Giants](https://www.spaceforgiants.org), the organization protecting elephants like Adjany, and how you can help them continue their work.



### RUN WILD WITH TENDREL THE TIGER

Tendrel Zangmo is a female Bengal Tiger who lives in Royal Manas National Park in Bhutan. A little over a century ago, there were more than 100,000 wild tigers in existence. Now, Tendrel is one of only 3,900 wild tigers who survive in an ever-shrinking territory. She spends most of her time hunting for herself and her teenage cub (he's not around much and mostly just shows up for meals—typical teenager). Some days she stalks her prey for hours, and other days she lays around with a full belly digesting her prey. Intermediate-level runners will find it challenging, but manageable, to keep up with her daily activity level. Run Wild with Tendrel!



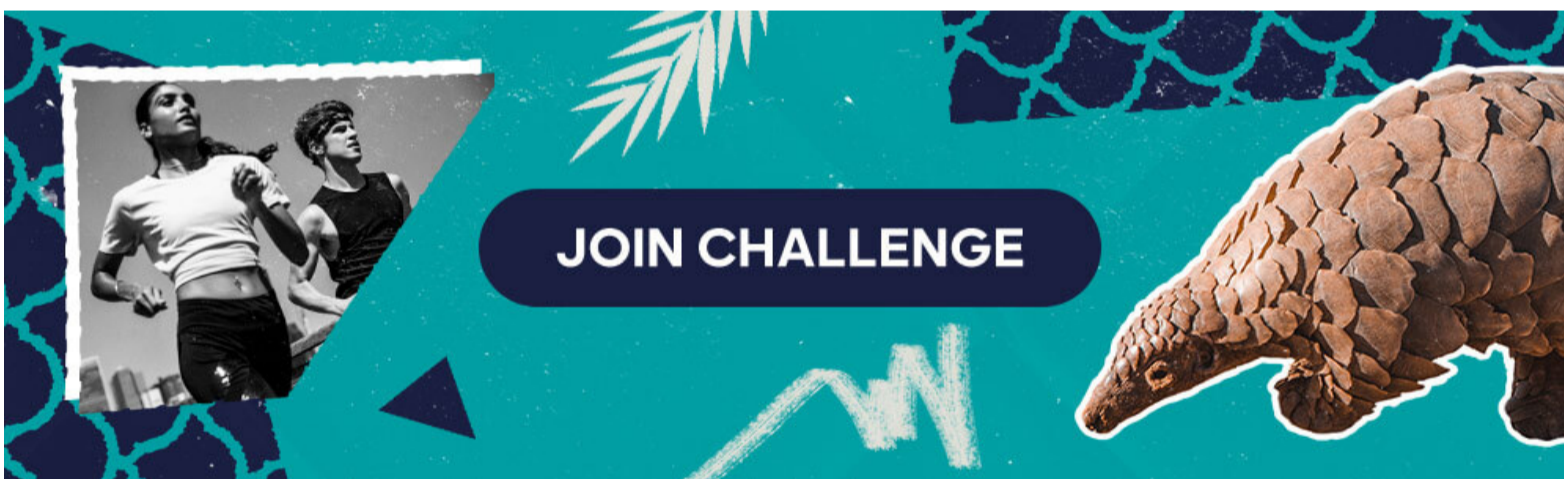
**Support the Bhutan Tiger Center**

Learn more about the **Bhutan Tiger Center** and how you can help them continue their work protecting tigers.



**RUN WILD WITH PAMOJA THE PANGOLIN**

Is slow but steady more your running (or walking!) speed? Pamoja the pangolin may not cover the same ground as an elephant, but she has to move a bit every day to keep herself fed and out of danger (and to get away from the annoying roommates who recently took residence in her burrow). Pangolins are critically endangered and one of the most trafficked animals in the world due to their scaly armor. Keep up with Pamoja and learn more about the plight of pangolins by joining her challenge!



**Support the Pangolin Project**

Learn more about the **Pangolin Project** and how you can help them continue their work protecting pangolins.



**HOW TO RUN WILD: WHICH ACTIVITIES COUNT?**

## ABOUT TERRA MATER

Curious how and why these species are under threat? Here's more info about how urbanization, habitat loss, and fragmentation are impacting these and other endangered species and what we can do to help!

## FREQUENTLY ASKED QUESTIONS

**Can I change my animal in the middle of the challenge? If so, what happens with my accumulated kilometers?**

**Can I join more than one challenge/animal?**

**Can I make a donation to the animal conservations?**

**How does the challenge contribute to the conservation of endangered animals?**

**What about COVID-19?**

## RUN WILD PARTNERS

We believe unconventional collaborations are needed to bring the urgency of environmental action to the attention of people and policymakers worldwide. Thank you to our partners Internet of Elephants, United Nations Environment Programme, Space for Giants, Bhutan Tiger Center, and The Pangolin Project for supporting Run Wild 2020! Learn more about each organization below.

**Internet of Elephants**

**Space for Giants**

**The Bhutan Tiger Center**

**The Pangolin Project**

# OUR TRACKING PARTNERS

As always, you can use many of your favorite gadgets and apps to participate in the Run Wild challenge! Remember to join the challenge in the [adidas Running app](#) first, and then you can use any of our tracking partners to log your runs. Find more info about our tracking partners (and a few special offers they're providing for Run Wild participants) below!

**GARMIN**

**POLAR**

**SUUNTO**

**ZWIFT**

#RunWild #ForNature

## Imprint

- The Pangolin photos were kindly contributed by Andy Campbell Safaris and Tom Dames of The Pangolin Project.
- The Elephant photos were kindly contributed by Space for Giants and Gautam Shah
- The Tiger photos were kindly contributed by the Bhutan Tiger Center, Bhutan Foundation

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### adidas Runtastic Team

Are you looking to lose some weight, get more active, or improve your sleep? The adidas Runtastic Team gives you useful tips and inspiration to reach your personal goals.

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