



# Ninety-Pound Rucksack Challenge FAQ

## What is the Ninety-Pound Rucksack Challenge?

The Ninety-Pound Rucksack Challenge is an annual ski mountaineering event that honors the legacy of the 10th Mountain Division, their historic World War II ascent of Riva Ridge, and their post-war contributions to American skiing.

The Challenge is brought to you by the producers of the Ninety-Pound Rucksack podcast, which recounts the Division's origin story and its impact on outdoor recreation in America.

## When is the event?

- **February 18 at 7 PM local time** – the anniversary of the historic Riva Ridge climb on February 18, 1945.
- Events take place at participating ski areas or at backcountry locations chosen by individuals or groups.

## How does the Challenge work?

- At 7 PM local time, participants climb a ski slope or a backcountry route.
- You may carry your normal gear, a portion of your body weight, or no weight at all.
- Each ski area or backcountry organizer decides the course.

## What does one need to participate?

- A designated uphill route (minimum 1,500-foot ascent recommended).
- A start/finish area for participants.
- Basic safety protocol (backcountry knowledge and equipment or ski patrol assistance; signage as needed).
- Promotion of the event using provided Ninety-Pound Rucksack Challenge logos and assets.



## Why should an individual or a ski area participate?

- Honor the 10th Mountain Division and their role in shaping modern skiing, outdoor recreation—and, when applicable, the ski area itself.
- Engage your community with a unique, historical endurance challenge.
- Boost visibility through national coverage and social media engagement.
- Host a plug-and-play event that fits your interests or a resort's policies and terrain.

## How does one promote the event?

- [Use the NPR Challenge logos found here](#) to brand your event.
- Tag & engage on social media to maximize visibility.
- Tie it back to the podcast to share the 10th's story.

### Use these hashtags:

#NinetyPoundRucksack | #ClimbToGlory | #RivaRidge

### Tag us & our partners:

@NinetyPoundRucksack | @UphillAthlete | @10thMtnFoundation | @NationalSkiPatrol |  
@10thmountainpineclub | io@10thmtndivisiondescendants

## How do we sign up as a host ski area?

[Email us](#) or visit the [Challenge information page here](#).

We'll send you a host toolkit with graphics, social media templates, and historical info.

## Where can we learn more?

- Listen to the [Ninety-Pound Rucksack podcast](#) for the full story.
- Follow us on Instagram: [@NinetyPoundRucksack](#)
- Visit [christianbeckwith.com](#) for details.



## **Proper Title and Subtitle:**

- Title: **The Ninety-Pound Rucksack Challenge**
  - Incorrect / please don't use:
    - 90 Pound
    - Ninety lb
    - 90 lb
- Subtitle: **Climb to Glory: Honoring the Roots of American Skiing**

## **If including your own graphics, these are the Challenge fonts and colors:**

- Georgia Bold
- Knockout Featherweight
- FilsonPro Regular
- Navy: #092463
- Light Blue: #94c9ff
- Orange (Highlights Only): #ff530c