

WALKTOBER™

2025

What's new...

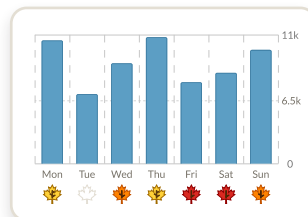
For our 23rd season we've completely reimagined this fall classic, creating a challenge that's even more fun, engaging, and grounded in health behavior change science.



Mobile app registration



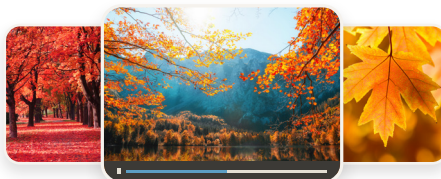
NEW Walktober tree and daily progress bar



Activity stats and summary



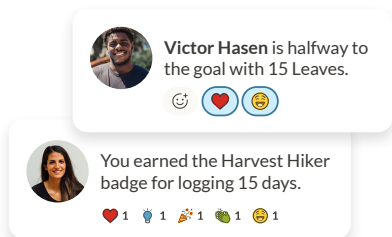
Achievement milestones



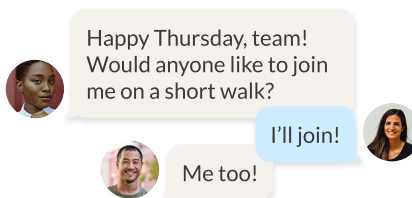
Immersive video and photo discoveries



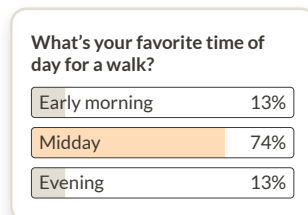
Fresh recipes and tips



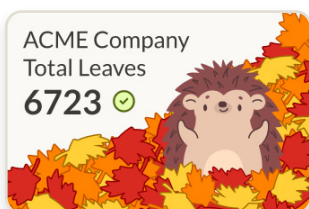
Motivating friends page with an achievement feed



Team participation



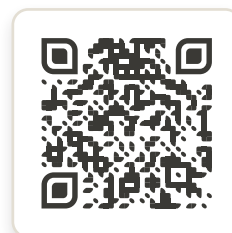
Real-time poll questions



Interactive community page



Promotional materials



Watch the 1-Minute Preview Video