The mountain runners' inspirational award is named after Robert Spurr, a man famous for being the first person to run a time on Bird Ridge under his age. He was such an inspiration that after his death from a fall in Colorado in 1995, the Bird Ridge race was re-named the Robert Spurr Memorial Hill Climb. Talk of his mountain running exploits on mountains such as Wolverine and Bird Ridge went far and wide. Keeping with the Robert Spurr tradition, AMR annually awards an "InSpurrational" award to exceptional mountain runners who encourage and motivate as Robert did.

Previous InSpurrational Award recipients:
1996 — Tim Neale
1997 — Tom Corbin
1998 — Barney Griffith
1999 — Pam Richter
2000 — Heinrich Gruber
2001 — Ellyn Brown
2002 — Alan "Corky" Corthell
2003 — Craig Harpel
2004 — Cedar Bourgeois
2005 — Joe Mortiboy
2006 — Norm Johnson
2007 — Braun & Lance Kopsack
2008 — Trond Flagstad
2009 — Greg Brown
2010 — Fred Moore
2011 — Elaine Nelson
2012 — Mary Hensel & Millie Spezialy
2013 — Eric Strabel
2014 — Matt Kenney
2015 — Brad Precosky
2016 — Christy Marvin
2017 — Evan Steinhauser
2018 — Matias Saari
2019 — Michael Connelly
2020 — No award due to pandemic
2021 — Bill Spencer
2022 — Nancy Pease
2023 — Meg Inokuma
2024 — Gail Taylor
2025 — Lars Arneson
2026 — Shauna Severson