

## FIGHT FOR AIR CLIMB FACTS AND LOGISTICS

**What:** The American Lung Association in Colorado is proud to present the 2012 Anthem Fight for Air Climb. An anticipated 2,400 participants will climb 1,098 steps to arrive at the stunning view of the Denver skyline from the 53rd floor of the Republic building before heading back lobby to enjoy refreshments and entertainment. The event offers participants a chance to partake in healthy exercise, participant camaraderie, and fun, all while helping to fight lung disease and promote lung health.

**When:** Sunday, February 26, 2012 at the Republic Plaza.

**Where:** The Republic Plaza is located at 370 17<sup>th</sup> St. in downtown Denver.

**Parking:** Free covered parking will be provided on the day of the event. The parking garage is located at 15th and Tremont, approximately two blocks from the building entrance. In addition, all street parking is free on Sundays. **Please be sure to tell your teammates to enter on the south side of the Republic building.** All other doors will be locked.

**Event Times:** The event will kick off at 8:00 am! Elite climbers will run between 8:00 am and 8:15 am. All other event participants will climb between 8:15 am and 2:00 pm. Participant's times will be assigned a few days prior to the event. Please log-on to [www.fightforairclimb.org](http://www.fightforairclimb.org) and click on Colorado to learn your team's start time or watch for an announcement in the weekly newsletters. In addition to your start time, make note of your assigned bib #, you will need this to pick-up your event packet!

**Climber's Start Times:** Every effort is made to ensure that start times are assigned based on the order of registration. One of the benefits of forming a team is that all team members will climb together in consecutive order, determined by the team captain's date of registration. **Due to the large number of event participants, start time requests cannot be accommodated.**

**When to Arrive and Where to Go:** In order to ensure that climbers do not miss their start times and have plenty of time to prepare for the climb, we encourage all event participants to arrive at the Republic Plaza at least 60 minutes prior to their scheduled start time. Additionally, all climbers are expected to report to the stairwell area 20 minutes prior to their start time. Please leave all non-essential items and valuables in your car. While a gear check will be provided, space is limited and the ALAC is not responsible for lost or stolen items.

**Event Packet Pick-up:** All event participants will receive an event packet. Event packets contains a race bib with a disposable timing chip attached to the back. Packets are available on race day or the Friday (2/24) and Saturday (2/25) prior to the event. We encourage you to pick up your packets ahead of time to avoid long lines on event day. Team captains can pick up their team members packets only on the Friday and Saturday packet pick-up times. On race day, each participant will need to pick up their individual packet. In order to pick up your packet, you

will need to know your assigned bib #, which can be found online. Please bring this number with you to packet pick-up! **Please send us an email if you plan to pick up your team's packets so we can bundle them together and have them ready when you arrive.**

Packet pick-up dates and locations are as follows:

**Friday, February 24, 2012**

8:00-11:00 a.m.

Runner's Roost Lakewood

7978 W. Alameda Ave., Unit A, Lakewood

1:00 pm- 5:00 pm

Republic Plaza (Lobby level on the 17<sup>th</sup> St. side of the building)

370 17<sup>th</sup> Street, Denver

**Saturday, February 25, 2012**

11:00am- 2:00pm

Republic Plaza (Lobby level on the 17<sup>th</sup> St. side of the building)

370 17<sup>th</sup> Street

For race day packet pick-up, please remind your teammates to look on our Web site to determine their bib #. It will make packet pick-up much faster when they arrive to the event if they already know their assigned bib #. Bib #'s will be posted on Friday, Feb. 24<sup>th</sup>.

**Cup-Free Race:** With the help of Hydra Pouch, this year the Fight for Air Climb is going cup-free. Please bring a water bottle or some other hydration system (ie: Fuel Belt, HydraPouch, etc.) to use at the event. There will be two water stations available throughout the course where you can refill. Additionally, if you would like to purchase a HydraPouch you can get a 10% discount and \$2 of your purchase will be donated back to the American Lung Association in Colorado. Check [www.fightforairclimb.org](http://www.fightforairclimb.org) soon to get an affiliate link where you can receive your HydraPouch discount.

**Gear Check:** The gear check will be located on the concourse (lower) level. Please follow the signs. Checked items such as jackets, street shoes and sweaters must be minimal in order to ensure a speedy drop-off and pick-up process. Please leave all non-essential items and valuables in your car. Gear check space is limited and ALAC is not responsible for lost or stolen items. In addition, ALAC will not check goody bags – please pick up your goody bag after the climb, there will be plenty for everyone!

**Pledge minimum:** The Anthem Fight for Air Climb has a \$65 pledge minimum for all participants. Individuals must raise the \$65 prior to participating in the event. **Please encourage your teammates to collect and turn in their pledges early in order to avoid long lines at the pledge turn-in table at the event!**

**Rest Points:** Water will be available throughout the climb. However, if you have a favorite energy bar or drink, please feel free to bring these items with you.

**What to Wear the Day of the Event:** It is suggested that you wear comfortable clothing appropriate for an intense cardio workout. Make sure to wear breathable fabric and proper shoes. Running, walking, or cross training shoes are key to a successful climb.

**Refunds:** As a non-profit organization, ALAC considers the **Anthem Fight for Air Climb** registration fee a donation. Therefore, we can unfortunately not offer a refund if you or one of your teammate's is unable to attend the event.

**How to register your team members:** It's easy! Simply visit [www.fightforairclimb.org](http://www.fightforairclimb.org) and click on Colorado and follow the links to complete the registration. **It is strongly encouraged that all event participants pre-register for Anthem Fight for Air Climb by Thursday, February 23<sup>rd</sup> at 2:00pm.** Day-of registration will be available for an increased fee of \$40.

**How to fundraise online:** Fundraising online is extremely easy and more importantly, it's the most effective way to raise money fast. You can easily send emails from your personal fundraising page when you log-on at [www.fightforairclimb.org](http://www.fightforairclimb.org) and click on Colorado. There are templates ready to go! It's that simple. Happy FUNdraising!

## **WONDERFUL PRIZES & AWARDS AWAIT YOU!**

**Pledge Incentives:** Pledge incentives are based on individual fundraising efforts and are not cumulative, except for the event t-shirt. Please consider joining the **Mission Matters Club** by donating the cost of your incentives back to the American Lung Association in Colorado.

- \$65 or more in pledges = Short-Sleeve performance shirt

Many more prize levels available, including items like:

- Runner's Roost Gift Certificates
- Elements Massage Gift Certificates
- And much more!

Go to [www.fightforairclimb.org](http://www.fightforairclimb.org) and click on Colorado to get more information on the amazing prizes that you and your teammates could win!

### **FUNDRAISING AWARDS:**

- Highest Fundraising Team
- Second-Highest Fundraising Team
- Third-Highest Fundraising Team
- Highest Individual Fundraiser
- Second Highest Individual Fundraiser
- Third Highest Individual Fundraiser

### **CHALLENGE AWARDS:**

- Fastest Team
- Largest Team
- Wackiest Team Costume/Outfit

### **RACE AWARDS:**

- Fastest Male/Female Climber in each of the following groups:
  - 10 and under
  - 11-13
  - 14 - 15
  - 16 - 19
  - 20 - 29
  - 30 - 39
  - 40 - 49
  - 50 - 59
  - 60 - 69
  - 70 - 79
  - 80 - 89
  - 90+

**SAMPLE TEAM MEMBER RECRUITMENT LETTER/E-MAIL**

Date:

Dear:

I'm inviting you to join me in the fight against lung disease on Sunday, February 26<sup>th</sup>, 2012 at the Republic Plaza in downtown Denver. I have recently taken on the challenge to participate as the team captain in the 7<sup>th</sup> annual **Anthem Fight for Air Climb**, a 56-story stair climb up the tallest building the Rocky Mountain West.

Your participation or donation will help to fund the fight against asthma, an affliction that kills at least 10 people every day in this country. Lung cancer is the leading cause of cancer death globally and is woefully underfunded when it comes to research. You will also aid us in the vital task of teaching our children the dangers of smoking.

My goal is to raise (\$) and to have (number) of participants. With your help, we will meet a personal challenge to run across rugged mountain terrain and climb the amphitheatre stairs, while also bringing the American Lung Association in Colorado one step closer to achieving their mission.

Ask your co workers, friends and family members to run/walk for a cause with us. For those who are not interested in actually running the rocks, please consider making a tax-deductible donation or volunteering on event day.

It's easy to register. Just follow this link [fightforairclimb.org](http://fightforairclimb.org) and click on Colorado to visit the event Web site. If you are interested in donating, please visit [fightforairclimb.org](http://fightforairclimb.org) and click "pledge a participant." Follow this to my fundraising page to make a contribution!

Thank you in advance for your role in making a difference in the lives of people impacted by lung disease. Please let me know if you have any questions. You can reach me by email or by phone.

Please take a deep breath...and be thankful that you can. Millions of others suffer from lung disease daily and your support makes the every day act of breathing that much easier.

Sincerely,

Your name

Team Captain: (insert team name)

## **SAMPLE TEAM COMMUNICATION LETTER**

Date

Dear Fight for Air Climb Participant,

Thank you for joining the 2012 **Anthem Fight for Air Climb**, Denver's only stair climb event.

This year our team has taken on the challenge to climb 56 flights of stairs and 1,098 steps in our vital role to end lung disease. Our goal is to recruit (number) team members and to raise (amount). (If you participated last year, include last year's figures here)

As of today we have (number) of people on our team and we have raised (number). We're doing great, but we're not there yet.

With your involvement we will not only meet the challenge, but we will exceed our goals. Let's be the legs, the hearts and the lungs for people who are unable to join us because lung disease has made an impact in their lives.

(This is a good section to suggest a team meeting and what that meeting would cover.)

Thanks again for joining the team, and thank you for being a part of a very worthy cause.

Sincerely,

Your name

Team Captain: (team name)