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For Immediate Release

**WILMINGTON BLUE ROCKS TO AWARD GAME PACKAGES AS FIRST AND SECOND PLACE PRIZES IN
DELAWARE CHARITY CHALLENGE**

Wilmington, DE, December 23, 2014 – Innovincent and the Wilmington Blue Rocks are pleased to announce that the Blue Rocks will be one of the prize sponsors for the First Annual Delaware Charity Challenge. The Blue Rocks prizes will be awarded to the top two local nonprofits that raise the most money during the "Race-to-Raise" portion of the Delaware Charity Challenge, which runs from January 1, 2015 to May 1, 2015. For more information, visit delawarecharitychallenge.com.

The Blue Rocks will award two prizes, one to the Delaware-based nonprofit that raises the most money through the Delaware Charity Challenge and one to the Delaware-based nonprofit that raises the second most amount of money. For the nonprofit that raises the most money, the prize will include a half-page ad in the Blue Rocks' game day program for the remainder of the season and also two thirty-second radio spots during the Blue Rocks radio broadcasts for the remainder of the season. In addition, at a future game of the nonprofit's choice (subject to availability), the nonprofit will get the use of a luxury suite (including twenty tickets and ten parking passes) and will receive some promotion at that game as well, including an on-site marketing display. For the nonprofit that raises the second-most money, the prize will include a quarter-page ad in the Blue Rocks' game program for the remainder of the season as well as ten field box tickets at a future game of the nonprofit's choice (subject to availability) and similar promotion at that game, including on on-site marketing display. These prizes will be in addition to the cash prizes awarded as part of the Delaware Charity Challenge prize pool.

"We are excited that the Blue Rocks are going to be a big part of the Delaware Charity Challenge and give back to the local nonprofit community in a meaningful and unique way," says Charlie Vincent, founder of Innovincent LLC, the company behind the Delaware Charity Challenge. "The charities that participate will be able to raise a lot of money for their cause and the Blue Rocks prizes will help provide a little extra incentive for the winners of the fundraising competition."

Registration is open for the Delaware Charity Challenge. Team registrations start at \$200 (for a team of five), with discounted rates to nonprofit organizations forming teams. Teams choose to run in one of five races at the Delaware Charity Challenge: a competitive men's team 5K, a competitive women's team 5K, a competitive co-ed team 5K, a fun team run/walk, or the Adventure Challenge Relay, which consists of a relay race involving mountain biking, running, canoe racing, ziplining, and a puzzle challenge.

The inaugural event will be Saturday, May 2, 2015 at Lums Pond State Park in Bear, Delaware. Teams can register until April 18, 2015. The fundraising challenge portion of the Delaware Charity Challenge runs from January 1, 2015 to May 1, 2015. More information can be found online at delawarecharitychallenge.com.

About Innovincent LLC

[Innovincent LLC](#) is a Wilmington, DE based consulting company that specializes in helping nonprofits and small businesses with strategic planning, marketing, and fundraising and is the presenting sponsor of the Delaware Charity Challenge.

About Wilmington Blue Rocks

The [Wilmington Blue Rocks](#) are the Class A Advanced Affiliate of the Kansas City Royals. Recognized throughout the Wilmington area as the premier attraction for sports and entertainment, the Blue Rocks provide fans with the best in family fun at an affordable price.