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For Immediate Release

30 NONPROFITS REPRESENTED IN FIRST ANNUAL DELAWARE CHARITY CHALLENGE

\$9,500 has been raised for charity with 2 weeks to go in fundraising competition

Wilmington, DE, April 14, 2015 – Innovincent is pleased to announce that there are now 30 different nonprofits represented by various teams in the First Annual Delaware Charity Challenge spring 5K and Adventure Challenge Relay races that will take place on May 2, 2015 at Lums Pond State Park in Bear, Delaware. The Delaware Charity Challenge is a centralized fundraising and athletic competition designed to allow multiple charities the upside of a fundraiser such as a 5K, with minimal downside in terms of the administrative overhead costs to organize it. For more information about the Delaware Charity Challenge, visit delawarecharitychallenge.com. To see the teams and nonprofits represented, visit crowdrise.com/challengeDE.

For the past few months, teams and nonprofits have been joining the Delaware Charity Challenge to raise money and awareness for their selected causes ahead of the Race to First 5K and Adventure Challenge Relay competitions. As of April 14, 2015, there are 30 different nonprofit teams (22 local to Delaware) represented in the May events.

"One of the early goals of the Delaware Charity Challenge was to get 30 different teams in the race," says Charlie Vincent, founder of Innovincent LLC, the company behind the Delaware Charity Challenge. "Our theory is that the more teams that are in (and the larger those teams), the greater the potential that the teams and their members will be able to leverage the competitive nature of the event to drive donations to and increase awareness of the charities they chose as the team beneficiary."

Through the Race to Raise, the fundraising component of the Delaware Charity Challenge, teams have collectively raised nearly \$10,000 for their charities, with a little more than two weeks to go before that challenge ends. In addition to whatever the teams raise for their nonprofits, they can win additional prize money for their charity, by raising the most money before May 1 or by winning one of the competitive races on May 2. Two Delaware-based charities will also win advertising packages from the Wilmington Blue Rocks.

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Andrea Woie, Marketing and Development Manager for Meals On Wheels Delaware, is "thrilled" to be participating and hopes that they will win one of the prizes on top of the nearly \$1,000 they have already raised between two teams. "We have a great team lined up to participate on race day and are grateful for those who have donated to Meals On Wheels Delaware," says Woie. "We are also honored to have been chosen by Monroe Energy as the benefiting charity of their team. [The Delaware Charity Challenge] has been a wonderful—and fun—way to help raise more funds to support homebound seniors in Delaware."

Registration remains open for the Delaware Charity Challenge until Monday, April 27, 2015. Runners can join an existing team or create a new one for \$45/runner (which includes admission to Lums Pond that day). Many teams have discounted rates and welcome additional runners or walkers to join their teams. Teams on May 2 will compete in one of four 5K race categories at the Delaware Charity Challenge: a competitive men's team 5K, a competitive women's team 5K, a competitive co-ed team 5K, or a fun team run/walk. Several teams will separately be competing in the Adventure Challenge Relay, a team relay race involving a 2.5 mile mountain bike trail race, a 1 mile trail running race, a short canoe race around Lums Pond, completion of part of the GoApe zipline course, and a team puzzle challenge. For those runners with children, there will also be a fun potato sack race. Rocky Bluewinkle, the Wilmington Blue Rocks mascot, will also be making an appearance to support Team Blue Rocks and the other teams in the competition.

The inaugural Delaware Charity Challenge Race to First 5K will start at 9 a.m. sharp on Saturday, May 2, 2015 at Lums Pond State Park in Bear, Delaware, rain or shine. The Adventure Challenge Relay will start at 8:30 a.m. Registration for both events will remain open until April 27, 2015. The Race to Raise fundraising challenge will end at 11:59 p.m. on 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.