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For Immediate Release

WJBR TO AWARD ADVERTISING PACKAGES AS FIRST AND SECOND PLACE PRIZES IN DELAWARE CHARITY CHALLENGE

Wilmington, DE, November 18, 2015 – Innovincent and 99.5 WJBR are pleased to announce that 99.5 WJBR will be a Media Sponsor for the First Annual Delaware Charity Challenge Winter Indoor Triathlon and Second Annual Delaware Charity Challenge 5K and Adventure Challenge Relay. As part of its Media Sponsorship, WJBR will be awarding two advertising prizes to the two teams that raise the most money during the Winter "Race-to-Raise" fundraising competition of the Delaware Charity Challenge, which runs until January 9, 2016. For more information, visit delawarecharitychallenge.com.

For the winter competition, 99.5 WJBR will award two prizes to the top two teams that raise the most money for their selected nonprofit beneficiary. First prize is an on air advertising schedule valued at \$5,000. Second prize is an on air advertising schedule valued at \$3,000. Commercials can run on 99.5 WJBR or 610 Sports ESPN Radio. The campaigns will be customized according to the winner's advertising needs. All teams are eligible to win this prize. These prizes will be in addition to the cash prizes awarded as part of the Delaware Charity Challenge prize pool. To qualify for the 99.5 WJBR advertising prizes, teams must raise at least \$1,000 on their team fundraising pages.

"We are excited that WJBR is our Media Sponsor for the Delaware Charity Challenge and is using the event in a meaningful way to back to the local community," says Charlie Vincent, founder of Innovincent LLC, the company behind the Delaware Charity Challenge. "Prizes like this provide a strong incentive for the teams in the challenge to raise lots of money for their favorite cause."

Matt Smith, Vice President–Market Manager for Beasley Media Group's Wilmington/Philadelphia region, says WJBR is proud to be part of the Delaware Charity Challenge. "The Winter Indoor Triathlon is unique and the first of its kind in our region. Our hope is to sell it out and help area not-for-profits raise as much money as they can. It should be a lot of fun as well!"

Registration is open for the Delaware Charity Challenge Winter Indoor Triathlon. The competition consists of 3 events: running, rowing/erging, and biking. Competitors will race 15 minutes on a spin bike, 15 minutes on a rowing machine/erg, and 15 minutes on a treadmill. The Medley Triathlon division will consist of squads of three doing one of each event, and the Run, Row, Bike Triathlon division will consist of squads of 3 (or individuals) doing each of the events. Teams can have more than one squad compete. The Medley and Run, Row, Bike Triathlon divisions will each have scoring divisions for women's teams, men's teams, and co-ed teams. Teams (and individual) are encouraged to use the competition to raise money for their favorite cause, and the winning teams in the fundraising and athletic competitions win prize money for their chosen charity.

The First Annual Delaware Charity Challenge Winter Indoor Triathlon will be Saturday, January 9, 2016 at the Chase Center in Wilmington, Delaware. The fundraising competition runs from October 1, 2015 to January 9, 2016. To register or for more information, visit delawarecharitychallenge.com/register.

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 WJBR

99.5 WJBR is a full service adult contemporary station in Wilmington, Delaware owned by Beasley Media Group. Its broadcast range covers 18 counties in 4 states, including New Castle County, and has an average of approximately 395,000 cumulative weekly listeners.