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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, March 1, 2016 – Innovincent and the Wilmington Blue Rocks are pleased to announce that the Blue Rocks will be returning as one of the prize sponsors for the Second Annual Delaware Charity Challenge 5K and Adventure Challenge Relay. 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 February 1, 2016 to April 29, 2016. For more information, visit delawarecharitychallenge.com.

The Delaware Charity Challenge is a unique fundraising and athletic competition designed to give organizations, families, and individuals a fun way to raise money and awareness for their favorite causes.

The Blue Rocks will again award two prizes this year to the two Delaware-based nonprofit teams that raise the most money through their Delaware Charity Challenge team fundraising pages. 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-site marketing display. These prizes will be in addition to the cash prizes that are also awarded as part of the Delaware Charity Challenge prize pool.

"We are grateful that the Blue Rocks support the Delaware Charity Challenge and that the event offers them a unique and meaningful way to give back to the local nonprofit community," says Charlie Vincent, president of Innovincent LLC, the company behind the Delaware Charity Challenge. "Last year, the teams in the competition collectively raised more than \$32,000 for their favorite nonprofit causes. The Blue Rocks prizes provide a great incentive that will help this year's teams raise even more."

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In 2015, the winners of the Blue Rocks marketing prizes were Meals On Wheels Delaware and Next Gen North of the Delaware Community Foundation.

Registration is open for the 2nd Annual Delaware Charity Challenge 5K and Adventure Challenge Relay, which takes place this year at Brandywine Creek State Park on Saturday, April 30, 2016. Race registration for the 5K is \$40/runner for teams with discounts available for nonprofits. Teams and runners can 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. This year's Adventure Challenge Relay will consist of a series of obstacles that teams of 2 or more will complete along one of two circuit loops.

For more information about the Delaware Charity Challenge, visit delawarecharitychallenge.com. To see the teams and nonprofits represented and what they have raised so far in the Spring Race to Raise competition, visit crowdrise.com/challengeDE.

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.