

Contact:
Charlie Vincent
302-566-8008
charlie@challengede.com

Matt Smith, 99.5 WJBR
302-442-6235
matt.smith@bbgi.com

For Immediate Release

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

Wilmington, DE, March 15, 2016 – Innovincent and 99.5 WJBR are pleased to announce that 99.5 WJBR, Media Sponsor for the Delaware Charity Challenge, will be awarding two advertising prizes for the Second Annual Delaware Charity Challenge 5K and Adventure Challenge Relay. The WJBR prizes will be awarded to the two teams that raise the most money during the Spring "Race-to-Raise" fundraising competition of the Delaware Charity Challenge, which runs until 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.

For the spring competition, 99.5 WJBR will award two prizes to the top two teams that raise the most money for their favorite charities through their team fundraising pages. 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 provided they help raise awareness for their chosen nonprofit. All teams are eligible to win this prize. These prizes will be in addition to the cash prizes and any other 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.

"WJBR has been a great supporter of the Delaware Charity Challenge, and we appreciate the fact they recognize this as a meaningful event that helps strengthen our community," says Charlie Vincent, founder of Innovincent LLC, the company behind the Delaware Charity Challenge. "The WJBR advertising prizes helped the teams competing in this past winter's Delaware Charity Challenge Indoor Triathlon raise more than \$15,000 for different nonprofits. We hope the spring prizes help the teams in the 5K and Adventure Challenge Relay raise even more money for their favorite causes."

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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, which helps teams and families raise money and awareness for area nonprofits. We are thrilled to watch this unique regional event grow and excited to see how competitive the teams are at the race on April 30."

Registration is open for the Delaware Charity Challenge Spring 5K and Adventure Challenge Relay, which will take place on April 30, 2016 at Brandywine Creek State Park in Wilmington. The 5K competition consists of a run or walk, with individuals and teams competing in different competitive and non-competitive categories. Those competing in the Adventure Challenge Relay complete different mental and physical obstacles along a 3.1 mile or 7 mile course. Teams need at least four members to score in the competitive 5K divisions, and there is no limit on team size for that race. Pairs compete in the Adventure Challenge Relay and teams can have up to 10 members compete at once. All competitors are encouraged to set up fundraising pages 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 Second Annual Delaware Charity Challenge Race to First 5K and Adventure Challenge Relay will be Saturday, April 30, 2016 at Brandywine Creek State Park in Wilmington, Delaware. The fundraising competition runs from February 1 to April 29, 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.