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For Immediate Release

DETV TO AWARD CUSTOM DIGITAL COMMERCIAL AS A PRIZE IN THE SPRING DELAWARE CHARITY CHALLENGE

Wilmington, DE, March 29, 2016 – Innovincent and DETV are pleased to announce that the DETV will be a prize sponsor for the Second Annual Delaware Charity Challenge 5K and Adventure Challenge Relay. The DETV prizes will be awarded to the team that raises 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.

DETV, which reports on positive news from across Delaware, will award a digital commercial prize to the team that raises the most money through their Delaware Charity Challenge team fundraising page by the end of the Spring Race to Raise competition. For the winning team, DETV will produce a 30 second commercial valued at \$3,000. DETV will work with the team captain to film, edit, and customize this digital commercial, which can focus on both your organization and selected nonprofit. All teams are eligible to win this prize. To qualify for this prize, teams must raise a minimum of \$1,000. The DETV prize will be awarded in addition to any other prizes that are also awarded as part of the Delaware Charity Challenge prize pool.

"We appreciate DETV and the creative way it is able to support the Delaware Charity Challenge and the local community," says Charlie Vincent, president of Innovincent LLC, the company behind the Delaware Charity Challenge. Ivan Thomas, owner of DETV, agrees. "The digital commercial will be a cool way for the winning team to showcase itself and raise awareness for the cause they support at the same time."

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 or to register, 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 DETV

[DETV](#), located in Wilmington, Delaware, reports on positive news from all three counties in Delaware using digital media and video.