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For Immediate Release

TEAMS RAISE MORE THAN \$14,500 FOR CHARITY WITH TWO WEEKS TO GO BEFORE SECOND ANNUAL DELAWARE CHARITY CHALLENGE 5K AND ADVENTURE CHALLENGE RELAY

Wilmington, DE, April 18, 2016 – Innovincent is pleased to announce that the teams competing in the Second Annual Spring Delaware Charity Challenge have raised more than \$14,500 for different nonprofit causes with two weeks to go in the Race to Raise fundraising competition. The Race to Raise ends ahead of the Race to First 5K and Adventure Challenge Relay, which will be held the morning of Saturday, April 30 at Brandywine Creek State Park in Wilmington, Delaware. For more information about the Delaware Charity Challenge, visit delawarecharitychallenge.com. To see the teams and nonprofits represented, visit crowdrise.com/challengeDE.

The Delaware Charity Challenge is a unique fundraising and athletic competition designed to raise money and awareness for different causes chosen by the participants themselves. As of April 18, 2016, there are 18 different nonprofits (13 local to Delaware) represented in the spring competition.

"Between this year's and last year's 5K and the indoor triathlon we held this past January, the Delaware Charity Challenge has helped organizations, families, and individuals raise more than \$60,000 for different nonprofits in less than two years," says Charlie Vincent, founder of Innovincent LLC, the company behind the Delaware Charity Challenge. "The competitive nature of the event has sparked friendly competitions among different teams, which has allowed many of them to raise awareness for their favorite causes to a wider audience at the same time."

Through the current Race to Raise, teams have collectively raised more than \$14,500 for their charities, with two weeks to go before that challenge ends. In addition to whatever the teams raise for their nonprofit beneficiaries, they can win additional prize money for those causes, by raising the most money before April 29 or by winning one of the competitive races on April 30. Two Delaware-based charities will also win advertising packages from the Wilmington Blue Rocks. The top fundraising teams will also win marketing prizes from 99.5 WJBR and DETV.

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Jason Hardy, Managing Director for OperaDelaware, is "delighted" to be participating in this year's Delaware Charity Challenge. "While we are busy rehearsing two productions for our upcoming opera festival in May, this race is a great opportunity for us to build community between our chorus, principal artists, staff, and fans," says Hardy. "It has provided us with a fun way to raise awareness and financial support for our organization, which performs and provides educational opportunities to over 20,000 people each year."

Registration remains open for the Delaware Charity Challenge until Tuesday, April 26, 2016, but day of registration will be available for anyone. Runners can join an existing team or create a new one for \$40/runner. Many teams have discounted rates and welcome additional runners or walkers to join their teams. Teams on April 30 will compete in one of four 5K race divisions 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 several obstacles around the course. For those runners with children, there will be fun activities for them to participate in. Rocky Bluewinkle, the Wilmington Blue Rocks mascot, will also be making an appearance to support the teams and families in the competition.

The Second Annual Delaware Charity Challenge Race to First 5K will start at 9 a.m. sharp on Saturday, April 30, 2016 at Brandywine Creek State Park in Wilmington, Delaware, rain or shine. The Adventure Challenge Relay will start at approximately 9:05 a.m. The Race to Raise fundraising challenge will end at 11:59 p.m. on April 29, 2016. 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.