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For Immediate Release

**DELAWARE TODAY TO AWARD MARKETING PRIZE TO TOP FUNDRAISING TEAM IN THE 2016
WINTER DELAWARE CHARITY CHALLENGE**

Wilmington, DE, October 12, 2016 – Innovincent and Today Media are pleased to announce that Delaware Today will be a Media Sponsor for the Second Annual Delaware Charity Challenge Winter Indoor Triathlon. As part of its Media Sponsorship, Delaware Today will award a marketing prize to the team that raises the most money during the Delaware Charity Challenge Winter "Race-to-Raise" fundraising competition, which runs from October 1, 2016 to January 6, 2017. For more information, visit delawarecharitychallenge.com.

The Delaware Charity Challenge fundraising and athletic competitions help organizations, families, and individuals raise money and awareness for their favorite causes. Since May 2015, teams have collectively raised more than \$75,000 for area nonprofits in three Delaware Charity Challenge events.

For the 2016 Winter Delaware Charity Challenge, Delaware Today will award a grand prize certificate to the team that raises the most money for its selected nonprofit beneficiary. The certificate may be exchanged for a 1/3-page square print advertisement to be placed in an upcoming issue of Delaware Today magazine. The Delaware Today prize is valued at \$2,435. Certain restrictions apply.

"We are excited that Delaware Today is a 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, president of Innovincent LLC, the company that developed and manages the Delaware Charity Challenge. "Providing the top fundraising team with a prize like this is a creative way to encourage the teams in the challenge to raise lots of money for their favorite cause."

Monica Weber, Director of Marketing at Today Media, says Delaware Today is proud to partner with the Delaware Charity Challenge. "The Winter Indoor Triathlon is a fun way for friends and families to join together and help area nonprofit organizations raise money at the same time. We hope the Delaware Charity Challenge continues to grow and we look forward to being a part of it."

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Registration is open for the 2nd Annual Delaware Charity Challenge Winter Indoor Triathlon, which takes place at the Chase Center on the Riverfront on Saturday, January 7, 2017. The Run, Row, Bike Triathlon consists of a 45 minute race on a treadmill, rowing machine, and spin bike (15 minutes on each machine) and is open to teams and individuals who wish to compete. For those who want to only compete in one of the events, there is the option to compete in the Medley/Relay division, which requires a 3-person squad. The cost to participate in the Run, Row, Bike Triathlon is \$60/person, and those teams that want to compete in the Medley/Relay division can do so for \$120 (\$40/person). Discounts are available for nonprofits and larger teams. Everyone who signs up for the Delaware Charity Challenge has the option to raise money for a nonprofit organization of their choice.

There will also be two other Delaware Charity Challenge competitions in 2017 after the indoor triathlon. The 5K and Adventure Challenge Relay will take place May 6, 2017 at Lums Pond State Park in Bear, Delaware. There will also be a duathlon at Bellevue State Park in Wilmington, Delaware on July 15, 2017.

For more information about the Delaware Charity Challenge or to register for the competition, visit delawarecharitychallenge.com. For the latest updates on the teams and nonprofits represented and what they have raised in the Winter Race to Raise competition, visit crowdrise.com/DCCTRI.

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 Today Media

[Today Media Inc.](#) is a multi-platform communications company. In print, online and in-person, Today Media delivers content readers always look forward to. Today Media publications include Delaware Today, serving the entire state of Delaware and Eastern Shore; Main Line Today, serving Pennsylvania's Main Line and the western suburbs of Philadelphia; The Hunt, serving the affluent region that includes northern Delaware and Southeastern Pennsylvania; Hudson Valley Magazine, serving the seven counties that border the Hudson River; Westchester Magazine, serving the affluent suburbs of New York City; the Italian-American Herald serving the Italian-American communities of Delaware, Southeastern Pennsylvania and Southern New Jersey; and Delaware Business Times, serving the business communities throughout the entire state of Delaware. Today Media also produces specialty publications, including Delaware Bride, 302 Health and Ultimate Guide to Delaware—all reflecting the lifestyle of the First State.