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For Immediate Release

WILMINGTON BLUE ROCKS TO AWARD TOP PRIZES FOR TEAMS IN DELAWARE CHARITY CHALLENGE

Wilmington, DE, March 1, 2017 – 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 Third Annual Delaware Charity Challenge 5K and Adventure Challenge Relay. The Blue Rocks will award prizes to the top two local nonprofits that raise the most money during the Delaware Charity Challenge "Race-to-Raise" fundraising competition, which runs from January 1, 2017 to May 5, 2017. They will also recognize the top fundraising teams at the May 10 Blue Rocks game against the Potomac Nationals. 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 prizes this year for the top teams in the Delaware Charity Challenge. For the nonprofit team 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 team 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 on-site marketing display. In addition to these prizes for the top nonprofit teams, the Blue Rocks will be recognizing the top three fundraising teams at the May 10 Blue Rocks game against the Potomac Nationals. These prizes will be in addition to the cash prizes that are also awarded as part of the Delaware Charity Challenge prize pool.

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"Over the past two years, local nonprofits have combined to raise more than \$26,000 trying to win the Blue Rocks prizes," says Kevin Linton, Director of Community Affairs for the Wilmington Blue Rocks. "We hope the local nonprofit community will raise even more money this year in their efforts to win the Delaware Charity Challenge."

In 2016, the winners of the Blue Rocks marketing prizes were OperaDelaware and Meals On Wheels Delaware, who raised \$5,433 and \$3,235, respectively.

"We are grateful for the ongoing support the Wilmington Blue Rocks provides to our community," says Charlie Vincent, president of Innovincent LLC, the company who developed and organizes the Delaware Charity Challenge. "The Delaware Charity Challenge is open to all organizations, teams, families, and individuals looking for a fun and friendly competition."

Registration is open for the 3rd Annual Delaware Charity Challenge 5K and Adventure Challenge Relay, which takes place Lums Pond State Park on Saturday, May 6, 2017. 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 four divisions at the Delaware Charity Challenge 5K: a competitive men's team 5K, a competitive women's team 5K, a competitive co-ed team 5K, and a fun team run/walk. Competitors can also challenge themselves in the Adventure Challenge Relay, which consists of a series of different races for pairs and larger teams, including a canoe race, a peddleboat race, a mountain bike race, a run, and other team puzzle challenges. Race registration for the Adventure Challenge Relay is \$50/person.

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.