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For Immediate Release

**DELAWARE TODAY TO AWARD MARKETING PRIZE TO TOP FUNDRAISING TEAM IN THE 2017
WINTER DELAWARE CHARITY CHALLENGE**

Wilmington, DE, October 11, 2017 – Innovincent and Today Media are pleased to announce that *Delaware Today* will be returning as a Media Sponsor for the Third Annual Delaware Charity Challenge Winter Indoor Triathlon. As part of its 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, 2017 to January 6, 2018. 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 \$113,000 for area nonprofits in five Delaware Charity Challenge events.

For the 2017 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 returning as a Media Sponsor for the Delaware Charity Challenge and sees the event as 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. "Teams last year raised more than \$14,000 for different nonprofits as they tried to win the *Delaware Today* prize and hopefully they raise even more this year."

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 are excited to see the Delaware Charity Challenge grow, and look forward to supporting the event again as media sponsor."

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Registration is open for the 3rd Annual Delaware Charity Challenge Winter Indoor Triathlon, which takes place at the Chase Center on the Riverfront on Saturday, January 6, 2018. 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 be additional Delaware Charity Challenge competitions in 2018 after the indoor triathlon. The 5K and Adventure Challenge Relay will take place May 5, 2018 at Lums Pond State Park in Bear, Delaware. The First State Duathlon will take place at Bellevue State Park in Wilmington, Delaware on July 21, 2018. At least one other competition will be announced soon.

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/DCCTR1.

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.