



www.markettomarketrelay.com

Dear Wellness Coordinator,

I am excited to announce the longest team running event in Nebraska history, the Market To Market Relay. On October 11th, 2008, teams of 6-8 runners will take on a challenging 24-stage, 86-mile course from the Old Market of downtown Omaha to the Historic Haymarket District of downtown Lincoln.

Market To Market Relay is also proud to offer a Corporate Wellness Challenge to teams participating in our Corporate Division. The hope for this challenge is to promote wellness within Nebraskan and regional companies as well as spur some friendly rivalry. Ultimately, we would love to see coworkers train together, motivate each other, and work towards a common, challenging goal. Corporate teams are awarded points throughout the challenge, and employees can earn points for their company for more than just running. Points are awarded for volunteering, recycling old running shoes, collecting trash along the race course, donating to Nebraska trail organizations, and more! Winners of the Corporate Wellness Challenge will earn company bragging rights to a traveling trophy until they defend their title in 2009!

Companies may enter as many teams as they want in the Corporate Wellness Challenge. The more teams you enter, the better your chances of winning! Additionally, corporate sponsorship of the Market To Market Relay is a great way to receive complimentary team registrations. I've included our Sponsorship Opportunities packet in case your company is interested in this option. I have also included the Corporate Wellness Challenge Overview, as well as the Official Rules and Point System information sheets, which will be useful to team captains. Simply visit www.markettomarketrelay.com to register or for more information.

See you on the trails!

Ben Cohoon
Race Director
Market To Market Relay
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CORPORATE WELLNESS CHALLENGE OVERVIEW

WHAT

Market To Market Relay is a challenging 24-stage, 86-mile team running relay from the Old Market of downtown Omaha to the Historic Haymarket District of downtown Lincoln. The Corporate Wellness Challenge is a unique contest where Corporate Division teams compete against other corporations for the most points. Check out our official rules and point system online.

WHEN

Market To Market Relay takes place Saturday, October 11th, 2008. There will be two start times, 6:30 a.m. and 7:00 a.m. No, this is not a Husker home game weekend!

WHERE

The course begins in the Old Market of Omaha, travels the trails and byways of rural Nebraska, and ends in the Historic Haymarket of Lincoln. Stick around after the relay for the post-race Shindig including food, drinks, live music, and a vendor expo!

WHO

The Corporate Wellness Challenge is open to any team entered in the race that contains all runners and immediate family from the same company or organization. In fact, there are no extra steps to enter. Simply register your team in the Corporate Division and you're good to go. Even coworkers and family members not running in the relay can earn your team points. Points are awarded for race participation and race times, but also for recruiting race day volunteers, recycling old running shoes, picking up course trash, donating to Nebraska trail organizations, wearing costumes, and more!

WHY

You'll have a lot of fun and promote wellness and healthy lifestyle choices within your organization. You might earn bragging rights to the traveling trophy, too.

HOW

Registration is easy. Simply have your captain visit our website at www.markettomarketrelay.com. All information needed is available on the web! Team captains will need to know all team members' names, email addresses, ages, t-shirt sizes, and current 5K times before registering.

Volunteers Wanted

Not racing this year? Volunteering is a great way to participate and earn points for your company in the Corporate Wellness Challenge. Sign up to volunteer as an individual or sign up your whole organization (six people minimum) and host a relay exchange point. For more information, visit the volunteer page at www.markettomarketrelay.com.



CORPORATE WELLNESS CHALLENGE RULES

The Corporate Wellness Challenge is a competition between all Corporate Division teams that enter the Market To Market Relay. This challenge has been designed to promote wellness within Nebraskan and regional companies as well as spur some friendly rivalries. All Corporate Division Teams will automatically be entered into the challenge and the winner will be announced at the post-race shindig.

1. Multiple teams from one company work together to win the Corporate Wellness Challenge.
2. All members of a team must be employed by the same organization, or immediate family members of employees in that organization.
3. Only one company will win the Corporate Wellness Challenge.
4. Race officials will keep track of Corporate Wellness Challenge points throughout the day.

Corporate Wellness Challenge Point System

Corporate Participation

Total # of participants from your company	_____ (x 2)	_____ points
Total # of volunteers from your company	_____ (x 1)	_____ points

Your Company's 1st Place Team Time

Less than 8 hours	(100 points)	
8-9 hours	(90 points)	
9-10 hours	(80 points)	
10-11 hours	(70 points)	
11-12 hours	(60 points)	
12-13 hours	(50 points)	
13 hours or more	(40 points)	_____ points

Costumes and Van Decoration

Number of participants in costume	_____ (x 5)	_____ points
Van Decoration (15 points per van)		_____ points

Green Participation

Number of running shoes recycled at race	_____ (x 5)	_____ points
Points from Rubbish Removal Competition	_____ (x 2)	_____ points
Donations made to local trail network	\$ _____ (÷10)	_____ points

Total Points		_____ points
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