



High School Challenge Program Summary

GOAL: The Bellin Run High School Challenge seeks to motivate high school students and staff to live a healthier lifestyle using participation in the Bellin Run 10K as a key motivator. The target group includes area high school staff, faculty, students and family and friends.

PROGRAM SUMMARY: Students and staff will compete against other area schools to see who can attain the highest percentage of participation in the Bellin Run.

EVENT DESCRIPTION: The annual Bellin Run is held in downtown Green Bay. Although a majority of participants run the event, walking it is also encouraged. More than one third of last year's participants walked the Bellin Run. In addition to the Saturday 10K, the event includes a Friday evening Children's Run and Health and Fitness Expo held at Astor Park. The expo features a spaghetti dinner, children's activities, elite athlete autographs and many health and fitness related activities and vendor booths.

PROGRAM DESCRIPTION: Participants (students, faculty, staff, friends and family) register online using a password that is specific to each participating school. In addition to a Bellin Run T-shirt with paid registration, each participant receives:

- A custom gift for early registration (*by May 1*)
- A training schedule
- Spaghetti dinner discount
- An optional VIP delivery service. All race packets (bibs, shirts and timing chips) will be delivered to each school by May 15 – an estimated 10-14 days before race day.

PROGRAM ADMINISTRATION: It's simple. The staff, parent or student team leader(s) will:

- Advertise the High School Challenge (*the Bellin Run will supply promotional materials*)
- Receive a "thank you" gift (*consisting of Bellin Run apparel*)
- Distribute the training schedule and early registration incentive
- Distribute information for online registration. The team captain will have access to the registration website to review team rosters.
- If participating in VIP delivery, administrators will distribute race packets before race day

Note: Group training runs and walks are encouraged, but are not a program prerequisite.

Contact Linda Maxwell, Assistant Race Director, at (920) 217-5695 or linda.maxwell@bellin.org with questions or for more information.