

# ATTN: Lawrence County Businesses!

Would you like to increase your productivity, save on health care costs, bring competitiveness and drive into your workplace, promote team building and create a happier work environment for your employees?



## Introducing The Limestone Capital Half Marathon

October 7, 2017 Bedford, IN

# CORPORATE CHALLENGE



### HOW IT WORKS:

This challenge is based on a point system: 3 points for a half marathon participant, 2 points for a 5K or 1 mile walk participant, 1 point for a volunteer (family members apply, i.e. they can recruit their families to do this to increase the company's point total). We will then divide the total number of points by the total number of employees at the business. This generates a level playing field.

**PRIZE FOR BEING THE CORPORATE CHALLENGE CHAMPION:** Your company will receive a traveling trophy, 10 free entries to the race in 2018, and a showcase in all 2018 promotions and collateral. Plus, an ad will be put in the newspaper after the race highlighting your company and talking about the challenge.

**REASON FOR THE CHALLENGE:** The Limestone Capital Half Marathon represents more than a race, it is a pivotal point for the community that could shift the city's momentum from a health standpoint, and to a smaller extent from an economic standpoint. When a city has a half marathon it says something very positive about the city. It says that we care about the health of our citizens, we're well organized, and were ready for economic growth. If you look at the other cities in the state that have half marathons...well that is a list you want to be on. I want the corporation that wins this challenge to be viewed as the business at the forefront of this charge toward positive change in the community.

### HOW TO REGISTER:

1. Go to [bedfordhalfmarathon.com](http://bedfordhalfmarathon.com)
2. Click on the tab REGISTER NOW!
3. When you're registering a team for the first time, there will be an option to START A TEAM. The first person to do this will be considered the TEAM CAPTAIN.
4. The TEAM CAPTAIN should then advise others to join by going to the website and entering the TEAM NAME they selected.



**OCT. 7, 2017 • BEDFORD, IN**  
**HALF MARATHON • 5K • 1 MILE**