



## About the Chicago Half Marathon

The 15<sup>th</sup> annual Chicago Half Marathon & 5K is Chicago's Half Marathon! Last year's event sold out at 20,500 and the race field will be limited to 20,500 participants again in 2011. On September 11, 2011, athletes from all over the world will be hitting the streets of Chicago to take on this 13.1 mile challenge. We are out to show them that, at this race, there is nothing unlucky about the number 13. The Chicago Half Marathon is a must-run event for everybody, from the person who has set the goal to complete a half marathon, to the experienced runner who is looking to shave some time off their PR, September 11, 2011 will be their lucky day!

This year's course for the Chicago Half Marathon & 5K is full of historical sights that put the windy city on the map. The start and finish line of the Chicago Half Marathon and 5K will be in Jackson Park, just south of the Museum of Science and Industry, a building featured in 1893 for the World Exposition as the palace of fine arts. Runners will then be treated to breathtaking views of the Chicago Skyline and Lake Michigan as they make their way to the finish line on Lake Shore Drive.

Each year more and more runners are coming out to experience this world class event, and we want to reward them for their loyalty. At the Chicago Half Marathon & 5K we continue to focus on runner's feedback to make sure we give our athletes exactly what they are looking for in an endurance race.

The Chicago Half Marathon prides itself on being charity friendly. With our mind set on encouraging participants to finish, Chicago Half is proud to be a great "First Timer" half marathon.

## 5 Great Reasons to do the Chicago Half Marathon

1. Ultimate Tour of notable Chicago landmarks
2. Commemorative Technical T-shirt
3. Great course support
4. Entertainment throughout the course
5. Outstanding Post Race party in beautiful Jackson Park

## Charity running: Where the dollar sign meets the finish line

Charity running has become an integral part of the Chicago Half Marathon, and we want to help continue your programs and the causes they support. Training for a half marathon is a challenge, and finding the right motivation is a great way to keep it fun and help athletes stay committed. Cause related endurance events have experienced tremendous growth. Charity training programs provide participants with support, professional coaching and inspiration. We want to help you find athletes that are looking to make that connection, by promoting your training programs. We encourage all of our interested participants to get into the spirit of charity racing and connect with a worthy cause that will inspire them to train for and complete a half marathon.

### Fundraising Made Easy

There are a number of creative and functional ways you can make the fundraising effort tremendously successful for your charity. The most common and effective way is by setting up a fundraising pledge program where runners collect pledges and donations based on the completion of their race. As the charity, you would obtain the race entry on behalf of the individual (at a certain value), and the individual in turn raises a minimum of "X dollars" for your charity to be able to earn that entry to the half marathon. As an example, charities tend to ask for pledges ranging from a minimum of \$200 up to \$3,000. Depending on the minimum pledge, charities create packages that include travel arrangements (hotels, airfare, etc.), shirts, pre and post race meals, and training/coaching programs. Each charity has the option to develop a program according to your goals, resources and expected participants. We can help provide you with ideas and opportunities, but the implementation and collection of the fundraising program is up to the charity and its participants.

### How do runners find out that a charity is affiliated with the Chicago Half Marathon?

Recruiting participants to fundraise is generally done through your communication channels and database of contacts. However, we will promote your charity through our website and direct interested runners to research our partner charities or those who support causes in which they may have a specific interest.