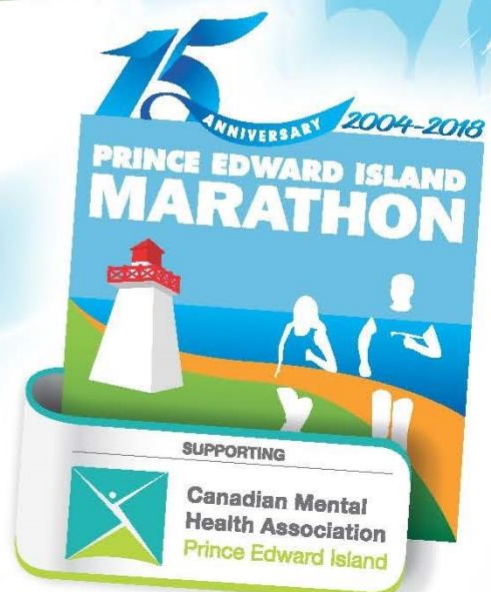


Corporate Relay Kit

PRINCE EDWARD ISLAND MARATHON

OCTOBER 12-14, 2018

**ONE OF
CANADA'S
TOP 5
BOSTON
QUALIFIERS**



THE EVENT



SUBARU OF CHARLOTTETOWN Corporate Relay

Sunday, October 14, 2018 starting at 8:00 a.m. from Brackley Beach

The Corporate Relay is a great opportunity to encourage a life of fitness and health amongst your employees, corporate engagement within the community, and of course some healthy competition amongst fellow businesses and teams.

Get your team of 8 – whether co-workers, friends or family – together for the Subaru of Charlottetown Corporate/Team Relay. Your team will run the Full Marathon route, from start to finish, in 8 separate legs.

Distance of each leg:

Leg 1 – 5.5K

Leg 2 – 6.8K

Leg 3 – 6.9K

Leg 4 – 5.7K

Leg 5 – 3.7K

Leg 6 – 2.8K

Leg 7 – 5.7K

Leg 8 – 5.1K



Total Distance: 42.2K. Detailed information on each leg, as well as parking and shuttle services can be found at www.peimarathon.ca.

Each of your team members will receive a custom-designed PEI Marathon t-shirt, participant bib, a swanky finishers medal and of course bragging rights. The team with the best time will also receive a trophy.

MORE THAN JUST RUNNING

Registration deadline is September 28, 2018, but **DON'T WAIT – HERE'S WHY!**

1. The Marathon is a great **team building exercise** and provides ample opportunity to set goals and prepare / train as a team long before race day.
2. By registering your team early, individual team members will be entered to win the great **prizes** outlined below.

September

3rd	10th	17th	24th
 \$100 Gift Card	 2 Rounds of Golf	 Swag Bag	 1 Night Stay

October

1st	8th	14th - PEI Marathon Race Day
 Marathon Swag & 2019 Registration	 1 Fitbit Charge 2	 Draw will be Made at the PEI Marathon Awards Ceremony

3. The Subaru of Charlottetown Corporate Relay provides teams with a great opportunity to show their **community support** by **fundraising** for the Canadian Mental Health Association, PEI Division. The top fundraising team will win 8 passes to the 2019 Cavendish Beach Music Festival!

SHOW YOUR COMMUNITY SUPPORT

The Prince Edward Island Marathon (PEI Marathon) is thrilled to be continuing our partnership with Canadian Mental Health Association-PEI Division (CMHA-PEI) made possible by the Murchison Foundation of Prince Edward Island. One of the key objectives set by the PEI Marathon in 2017 was to promote and support existing mental health programs. Consequently, this continuing partnership is a perfect opportunity to work together to achieve this important goal for both organizations.

ABOUT CMHA-PEI

CMHA-PEI is a community-based organization that began its work on PEI in 1959. Their mission is to promote the mental health of all Islanders by enabling individuals, groups and communities to increase their control over, and enhance, their mental health. To carry out this mission, they have approximately 150 volunteers and 60+ support staff who provide programs and services, education and information, research, advocacy and social policy development designed to help all Islanders improve their mental wellness. For more information on their programs and services, visit www.pei.cmha.ca.

All money raised for CMHA-PEI stays in the province in support of mental health programs and services for Islanders.



**Canadian Mental
Health Association**
Prince Edward Island
Mental health for all



PROCESS AND TOOLS

Register your team online today through www.peimarathon.ca. **Please note that you do not have to have all 8 members confirmed to register.** You can add members as they join your efforts. Make sure you choose the final category – Subaru of Charlottetown Corporate Relay. For those who do not want to register online, a registration form and sample pledge sheet have been included with this package.

This year the marathon has built in tools to the online registration process to help you spread the word. Once your registration is complete you will have an opportunity to share the good news with your supporters via social media or email. You can tailor your message however you like and raceroster.com provides a marathon graphic to forward along. We suggest you challenge others in your industry to run and fundraise as well. #smacktalkencouraged #move4mh #running4agoodcause

Posts



Canadian Mental Health Association, PEI Division
Published by RaceRoster.com [?] · 57 mins · 🌐

We just registered our team! Hoping others will consider putting in a team as well to raise money for mental health programs and services for Islanders!



RACEROSTER.COM
15th Annual Prince Edward Island Marathon
15th Annual Prince Edward Island Marathon Charlottetown, PE,...

 **78 people** reached **Boost Post**

 Like  Comment  Share 

 Ashley Belanger-Birt

Once registered, your team will be automatically set up with a fundraising page where others can go to make an online donation to your team or on behalf of one of your team

members. The page tracks donations in real time so that your team can see their progress and who's generating the most in donations.

RACE ROSTER < Event details Contact Sign Out Menu

Help us raise money

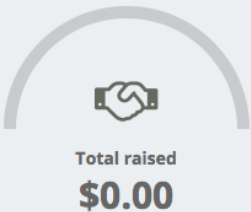
For participating in 15th Annual Prince Edward Island Marathon

Make a donation

\$500 \$250 \$100 \$50 \$25

Other amount

DONATE




Total raised
\$0.00

Team members

Click on one of our team members below to make a donation.

e.g., John, Smith, or jsmith@example.com



Team CMHA

f t G+ e

- Edit fundraising page
- Donate to a team member
- Register for event
- Join team
- Invite team members
- View leaderboards

You can customize this page by uploading pics or avatars for your team members, adding information about your organization, why you're raising money, your fundraising goal etc...



You can direct people to your page in two ways. You can provide the link to your team or individual member pages via email or social media, or your donors/sponsors can go to the main marathon event page and search for you or your team members there.

RACE ROSTER < Event details Contact Sign Out Menu


15th Annual Prince Edward Island Marathon


Something for Everyone!

- Event details
- Register
- Donate to participant**
- Fundraising Leaderboards
- Transfer Registration
- Gift registrations
- Confirm registration
- Volunteer
- Canadian Mental Health Association - PEI Division

Search by first name, last name or email address.

Donate to a participant by clicking the **donate button next to their name**. The amount you donate will count towards their individual and team fundraising goals.

Name	Location	Sub-event	Raised
 Reid Burke	Charlottetown, CA	Subaru of Charlottetown Corporate Relay	\$0.00 Donate



REGISTER

BUY AS A GIFT

TRANSFER

Sun, October 14, 2018 8:00 AM ADT

Sample messaging, a formal letter templates, pledge sheets and additional social media tools are available at both www.peimarathon.ca as well as www.pei.cmha.ca.

If you have any questions, please contact:

Jennifer Hannus
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PEI Marathon
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jenn@peimarathon.ca

Bianca McGregor
Fund Development Manager
Canadian Mental Health Association, PEI
(902) 628-3668
b.mcgregor@cmha.pe.ca

Thank you to the 2017 Subaru of Charlottetown Corporate Relay Teams!

