

THE RACE TO RESCUE HAITI™



Brought to you by The Colorado Association of Black Journalists (CABJ) and Matrix Fitness and Spa

★ **Sunday, February 28 from 10:00 am to 3:00pm** ★

★ **Monday, March 1st from 5:00am to 10:00pm** ★

Matrix Fitness & Spa | 925 Lincoln Street | Denver, CO 80203 | 303-863-7770

What is The Race to Rescue Haiti?

Our goal is to raise money for relief efforts in Haiti by asking businesses to organize teams to simply work out at Matrix Fitness and Spa during a two-day fundraiser. Businesses can also donate money to “sponsor” a piece of gym equipment to show their generous support. All of the proceeds will go to The Lambi Fund of Haiti, which is helping to distribute food and other basic essentials to survivors. In the long term, **The Lambi Fund of Haiti** is also committed to helping Haitians become self-sufficient after losing *everything* to the quake. Corporate sponsorships are available to companies who organize teams to participate or donate money.

Here's how it works:

Option 1

Businesses can organize teams that will raise money by getting pledges for their work out at Matrix Fitness and Spa. Any type of work out is acceptable. Teams can ride stationary bikes, run/walk on treadmills or just do their regular work out, that's fine too! Everyone at any fitness level can participate.

Option 2

Businesses can choose to donate money to sponsor a piece of gym equipment. Each sponsorship level offers incentives for participating including:

Level 1 (\$5,000)

Your company's logo **prominently** displayed throughout the event and on our “Thank You” banner. An invitation to attend our follow-up “Thank You” party with your company's logo **prominently** displayed. Your company's logo included in any follow-up materials that we send to participants. Five two-week membership passes to the gym.

Level 2 (\$1,000)

Your company's logo included on our “Thank You” banner and inside our spinning class, where most of the fundraising efforts will take place. Three two-week membership passes to the gym.

Level 3 (\$500)

Your company's logo included on our “Thank You” banner and displayed on a piece of exercise equipment in the main gym floor. One two-week membership pass to the gym.

Who is organizing this event and why?

CABJ's president, Nadia Gedeon, is an assignment editor with Channel 9 News. Her parents were born in Haiti and she has many family members still living there. Nadia knew she wanted to do something to help the people of Haiti, with the support of the CABJ members. Ironically, Matrix Fitness and Spa was also searching for a way to show its support for Haiti and was eager to offer its luxurious facility to host the event. CABJ and Matrix Fitness and Spa decided to join together and organize an interactive and community driven fundraiser to help rebuild Haiti. For more information about our organizers go to:

★ www.cabj-denver.org and

★ www.matrixfitnessandspa.com

What is the goal of the event?

Our goal is to raise \$30,000 through individual donors and corporate sponsorships. We will provide hourly progress reports online and throughout Matrix during our **24-hour** fundraiser.

What is The Lambi Fund of Haiti and how will they use the money?

The Lambi Fund of Haiti was founded by Haitians and Americans in 1994. It has offices in Port-au-Prince, Haiti and began as a grassroots organization dedicated to helping Haitians realize economic justice, democracy and alternative sustainable development. After the devastating earthquake, The Lambi Fund immediately began coordinating relief efforts to help Haitians rebuild their country including distributing food and other basic essentials to survivors. In the long term, The Lambi Fund of Haiti is also committed to helping Haitians become self-sufficient after losing *everything* to the quake. To find out more about The Lambi Fund of Haiti's relief efforts go to www.lambifund.org.

When is this event and where will it be held?

The Race to Rescue Haiti fundraiser will be held on Sunday, February 28th from 10 a.m. to 3 p.m. and Monday, March 1st from 5 a.m. to 10 p.m. at Matrix Fitness & Spa, which is a premier health club and spa located at 925 Lincoln Street, Denver, CO 80203, just a few minutes from downtown Denver. Participants will be given discount coupons to enjoy relaxing facials and/or full body massages as our gift to you for participating.

Where can I park my car?

Parking is FREE inside the Beauvallon Condominium parking garage at 925 Lincoln Street, Denver, CO 80203. Please use the second garage entrance and enter on the left side of the entrance ramp. Look for Matrix parking signs. Go to the Matrix Fitness and Spa web site for directions at www.matrixfitnessandspa.com.

How do I sign-up?

Please contact, Kami Banks, vice president of operations at Matrix Fitness and Spa, kami@matrixfitnessandspa.com or **303-863-7770**.

Is there a registration fee or deadline?

No, you can register to participate for **FREE** at any time.

How will the donations be collected?

A representative of The Lambi Fund of Haiti will collect donations and provide tax-deductible receipts at the registration table. Of course, we're happy to make other arrangements to fit your needs. Please contact Kami Banks, vice president of operations at Matrix Fitness and Spa, kami@matrixfitnessandspa.com or **303-863-7770** with any additional questions.

Do I have to be a member of Matrix to participate?

No, this event is open to the public. Athletes, stay-at-home moms, senior citizens - everyone at any fitness level can participate.

Can I bring my children to this event?

No, unfortunately, Matrix Fitness and Spa does not have insurance coverage that allows children on the premises.

How can I help?

Send this link ([link](#)) to your contacts and ask them to join The Race to Rescue Haiti. If your organization has a blog, tweets or has a FaceBook page, please help us promote this event.