

# THE RACE TO RESCUE HAITI™



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

**★ Sunday, March 7th - Saturday, March 13th ★**

• EVENT WILL BE HELD DURING REGULAR BUSINESS HOURS •

**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 week-long 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.

## 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?

Over the years, the Colorado Association of Black Journalists (CABJ) has been involved in community projects throughout Colorado. CABJ president, Nadia Gedeon's parents were born in Haiti and several of her family members still live there. Consequently, Nadia and CABJ members wanted to be an integral part of the recovery effort. 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](http://www.cabj-denver.org) and

\* [www.matrixfitnessandspa.com](http://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 week-long 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 Washington D.C., and 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 of Haiti 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](http://www.lambifund.org).

## When is this event and where will it be held?

The Race to Rescue Haiti fundraiser will be held at Matrix Fitness & Spa on Sunday, March 7th through Saturday, March 13th, during normal business hours. Matrix Fitness & Spa 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, then look for Matrix parking signs. Go to the Matrix Fitness and Spa web site for directions at [www.matrixfitnessandspa.com](http://www.matrixfitnessandspa.com).

## Is there a sponsorship deadline?

No, you can become a sponsor at any time during our fundraiser.

## How can I become a corporate sponsor?

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

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

No, this event is open to the public. 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?

If your organization has a blog, tweets or has a Facebook page, please help us promote this event by linking to our event information at [www.matrixfitnessandspa.com](http://www.matrixfitnessandspa.com) and [www.cabj-denver.org](http://www.cabj-denver.org).