

# UNION-TRIBUNE RACE FOR LITERACY WEEKEND

Benefiting:  
**THE SAN DIEGO  
 COUNCIL ON LITERACY**  
IMPROVING QUALITY OF LIFE



## Have fun and win cash for your school or district!

The Union-Tribune Race for Literacy has been a steadfast supporter of literacy programs in San Diego County for many years. In addition to supporting adult literacy programs, the race has also worked hand-in-hand with area schools to promote reading and fitness for children and young adults.

We recognize that today’s troubled economy makes the need to support our schools and literacy programs even greater. In spite of reduced sponsorship for the race, we remain committed to doing everything we can to support these vital programs and make it possible for as many teachers and students to participate in this great literacy weekend.

In the past, we have been able to offer prize money to attract top athletes from around the world. We’re pleased to announce that we’ve decided to cancel the elite athlete program and use that money to provide awards to schools through a new team incentive program.

### **New Team Incentive Program for the Kids Magic Mile on Saturday, May 2 and Race for Literacy 8K Run/Walk on Sunday, May 3!**

For this year’s Race for Literacy events, cash awards will be presented to the largest teams based on the percentage of students in their school or district depending on the category (see example below). Team members may include students, teachers, parents, friends and anyone else who registers for either event under your team name.

**Example:** Martha Stewart Elementary has 500 students enrolled. If 250 people including students, parents, teachers, friends, etc., register on the Martha Stewart team this would equal 50% participation based on the amount of students enrolled.

#### **Prize Categories:**

**Largest District Team  
 (includes both 8K and/or  
 Magic Mile entries)**  
 First place ..... \$2,000

**Magic Mile Teams**  
 First place ..... \$1,500  
 Second place... \$1,000  
 Third place ..... \$750

**8K Teams**  
 First place ..... \$1,500  
 Second place... \$1,000  
 Third place ..... \$750

#### **To participate in this program simply register your team today and start recruiting team members!**

Log on to [www.raceforliteracy.com](http://www.raceforliteracy.com) and click on either the Union-Tribune Race for Literacy or the Kids Magic Mile, then follow the easy steps to form a team online or offline. If you have any questions, please contact In Motion at 760.692.2900.