

MEETING DATE: August 25, 2014

AGENDA ITEM: **Consideration of the Amount of In-Kind Assistance for
and Possible City Sponsorship of the 2014 Halloween
Treat Run/Walk Produced by the Culver City Rotary Club.**

ATTACHMENTS

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Quick Facts



HALLOWEEN TREAT RUN/WALK

Come Join The Fun and Support Culver City Youth Programs!
Set A Running Goal. Form A Team!
Bring The Family, Friends or Just Your!
Run or Walk the college or Stroll the Track
Costumes are welcomed!

Date and Location:

Sunday, October 12, 2014 -
8:00 am—11:00 am
West Los Angeles College, 4800 Freshman Drive, Culver City

Events:

5K, Youth 5K, Costumes and Teams,
5K Family Walk and Strollers, Toddler Trot!

Benefiting:

Culver-Palms YMCA, Culver City Boy Scouts, Culver City Teen Center and the Culver City Rotary Foundation.
With enough sponsorships, each registration will go 100% to the indicated program.

Overview:

The walk/run represents the "Spirit" of the Culver City community. The event is presented by the Culver City Rotary Club in partnership with the Culver-Palms YMCA, West Los Angeles College and the Culver City Boy Scouts. Volunteers from throughout the community will help in a variety of ways to make the day a fun and successful event for Culver City Youth Programs. Sponsors will provide donations to fund the walk/run and donations in kind for healthy refreshments as well as fill the goody bag each participant will receive. A special fund will provide registration fees for designated young people.

Features:

- The Youth run/walk will be on the West LA College track. The 5K will run/walk through the campus for a somewhat challenging course.
- There will be booths from sponsoring companies and organization, health and fitness information, youth games, participation medals for everyone registered and much more.

2014 Goals:

- To raise \$15,000 for the designated youth programs.
- To provide sponsors an opportunity to participate directly with Culver City Youth.
- To encourage physical fitness and healthy activities by promoting the children's races.
- To provide adults a unique and challenging race course through the hills and campus along with an excellent tract.
- To provide the community and surrounding areas with an even focusing on support fo youth programs and physical fitness.
- To provide running opportunities for those in need of support to participate.

Media Summary:

Event publicity coverage will be in the local newspapers and periodicals as well as on blogs and online news resources, by the benefitting youth groups, Facebook and the race website www.....

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