



5th Annual “A RUN DOWN HERO HIGHWAY” Sunday – November 20, 2011

The Event

“A Run Down Hero Highway” is a fun-filled patriotic event that pays tribute to a local hero and helps raise money for the families of Army Rangers who have been killed, disabled, or are currently serving in harm’s way. People of all ages come together for a spirited run/walk/stroll along West Street in Manhattan and revel in a day filled with moving tributes, live entertainment, amazing camaraderie and great food & drink.

The event commences on Pier 46 (cross Charles St. and West St.). Entrants participate in a 4.5-mi round trip run/walk to Battery Park, past Ground Zero, with a constant view of Lady Liberty. The festivities continue with a brunch and after party at The Lighthouse at Chelsea Piers. Last year over 1,000 people joined us. We can’t wait to commemorate and celebrate with you!

Schedule:

- 9:03 AM Registration and T-Shirt Collection on Pier 46 (time commemorates the moment UA Flight 175 crashed into WTC South)
- 10:00 AM Introductory Remarks; God Bless America / Star Spangled Banner / Lead The Way Song
- 10:15 AM Run/Walk Begins
- 11:00 AM Food, Drinks, Raffles and Live Music at **The Lighthouse at Chelsea Piers (Pier 61)**
- 12:15 PM Presentations Begin – Phil Taylor from The American Fallen Soldiers Project to present an original portrait to the family of a beloved fallen Ranger as well as a portrait of a 9/11 1st Responder

To Register:

- **Online** – Visit www.leadthewayfund.org and click Upcoming Events. Registering online GUARANTEES you a free commemorative event t-shirt and size preference
- **Mail-In** – Send check and waiver to P.O. Box 281, Manhasset NY, 11030
- **Walk-up** – Cash and/or checks accepted. Have checks made out to Lead The Way Fund, Inc. **All walk-up entry fees increase \$10**
- **All participants MUST sign liability waiver on behalf of yourself and/or your families in order to participate in event.** If registering by mail please sign below and send in with your registration. If you register online you **MUST** check the appropriate boxes indicating that you have read and accepted our terms.

Cost:

Adults – \$60; **Students** – \$35; **Under 12** – \$25 (Kids under 5 Free)

NOTE: ALL COSTS INCREASE BY \$10 FOR WALK-INS

Cost includes entrance fee, t-shirt and full brunch

FirstGiving:

All individuals, families and groups now have the ability to raise money on behalf of The Lead The Way Fund in support of your Run Down Hero Highway efforts. Please click the attached link to [FirstGiving](#) to set up your personalized sponsorship page.

Sponsorships:

We are actively seeking individual and corporate sponsors to team up with us on our efforts. Please click [here](#) to view further details on sponsorship packages and how you can help.

Post Race:

Head to **The Lighthouse at Chelsea Piers** for a celebratory brunch, plenty of drinks, raffle prizes and live music. **The Lighthouse** is located in the Chelsea Piers Sports & Entertainment Complex at 23rd Street and the Hudson River (www.piersixty.com).

Thank you for your continued support of the Lead the Way Fund and our US Army Rangers. God Bless America!



CORPORATE SPONSORSHIPS

INDIVIDUAL HERO - \$1,000

- 2 Free Entries
- 2 Lead The Way Fund Hats
- Brochure Mention

CORPORATE HERO - \$5,000

- 5 Free Entries with Hats & Race-Day T-Shirts
- Brochure mention, signage & marketing opportunities at event

CORPORATE LEGEND - \$10,000

- 20 Free Entries with Hats & Race-Day T-Shirts
- Logo on commemorative T-shirt, brochure, signage & marketing opportunities at event

NAME(S): _____

COMPANY: _____

ADDRESS: _____

PHONE(S): _____

EMAIL(S): _____

MAIL-IN & WALK-UP REGISTRATION FORM

To be guaranteed a shirt and avoid \$10 additional walk-in price please register at <http://www.leadthewayfund.org>. To the extent registering for multiple people or family members please include all relevant info for each participant.

All Participants Must Sign Liability Waiver

NAME(S): _____

PHONE(S): _____

ADDRESS(ES): _____

EMAIL(S): _____

# _____ \$ _____ Runner/Walker Participant - \$60 / \$70 day of	# _____ \$ _____ Individual Hero - \$1,000
# _____ \$ _____ Students - \$30 / \$40 day of	# _____ \$ _____ Corporate Hero - \$5,000
# _____ \$ _____ Kids Under 12 - \$25 / \$35 day of	# _____ \$ _____ Corporate Legend - \$10,000
\$ _____ I cannot attend, please accept a donation	

Shirt Size	Quantity	Shirt Size	Quantity	Shirt Size	Quantity
YS		S		XL	
YM		M		2XL	
YL		L		3XL	

LIABILITY WAIVER

1. I have read the conditions of entry for this event and understand the demanding physical nature of the event. I am not aware of any medical condition or impairment that will be detrimental to my health if I participate in this event. In the event that I become aware of any medical condition or impairment, or am otherwise sick or injured prior to the event, I will withdraw from the event.
2. I acknowledge that participating in this event may involve a real risk of serious injury or even death from various causes including; over exertion, dehydration, and accidents with other participants, spectators or road users.
3. I acknowledge that it is a condition of participating in this event that I do so at my own risk. I accept all risks and release the event organiser, its agents, affiliates, employees, members, sponsors, promoters, volunteers, and any person or body, directly or indirectly associated with the event, to include the Lead the Way Fund, Inc. (volunteers, officers, Advisory Board and Board Members) Hudson River Park Trust, Jamie Brodsky, Keating Crown, Daniel Roediger, Andrew Stroud and Daniel Hauber from all claims, demands and proceedings arising out of or connected with my participation in this event and I indemnify them against all liability for all injury, loss or damage arising out of or connected with my participation in this event. This release continues forever and binds my heirs, successors, executors, personal representatives and assigns.
4. I consent to receive medical treatment, which may be advisable in the event of illness or injuries suffered by me during this event.
5. I give permission for the free use of my name, voice or picture in any broadcast, telecast, advertising promotion or other account of this event.
6. Should the event be cancelled for any reason whatsoever I understand that entry fees will not be refunded and that no liability of any kind will attach to any person, corporation or body involved or otherwise engaged in promoting or staging of the event.
7. I agree to abide by the conditions of the event as stated in the waiver above and upon literature and other material distributed in connection with the event.
8. The law governing this waiver is and shall be the laws of the State of New York.
9. I declare that I am either over the age of 18 years on the day of the event or am supervised by my parent(s) or legal guardian(s).
10. This waiver does not preclude my volunteer activities for Lead The Way Fund, Inc.

Signature: _____
 Print Name: _____
 Date: _____

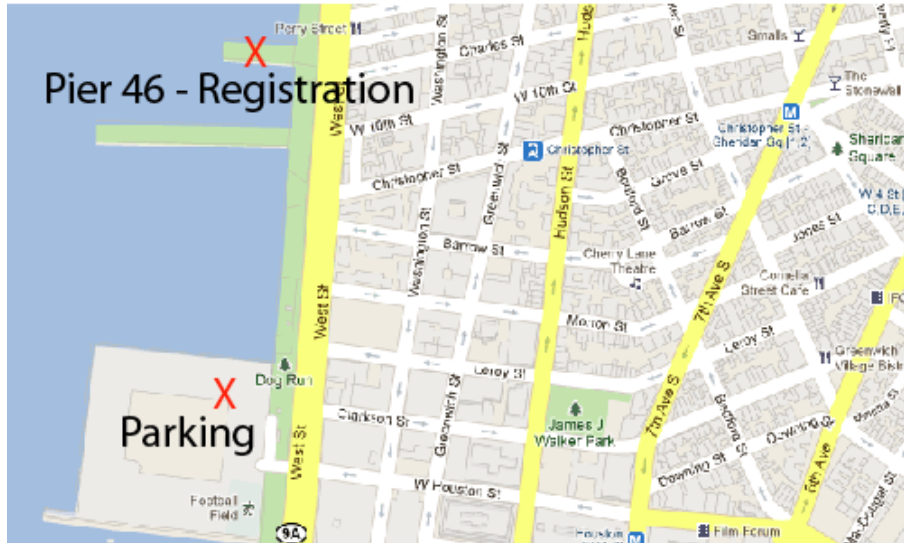
Parent /
Guardian
Signature:
(If Applicable)

Child Name: _____
 Date: _____

DIRECTIONS

Registration on Pier 46

- Registration will take place on Pier 46 - Charles Street and West St. on the Hudson River Park
- **Subway:** 1, 2, 3 at Christopher Street / Sheridan Square and the A, C, E, B, D, F, V at West 4th Street
- **Taxi:** Western most corner of Charles St., walk across West St. to Pier 46
- **Driving/Parking:** Parking is available at Pier 40 - West Street and W. Houston Street (<http://www.pier40parking.com>). Walk two blocks north on the Hudson River Park to reach Pier 46



The Lighthouse at Chelsea Piers

- Located at the Chelsea Piers Sport & Entertainment Complex at 23rd St. and Hudson River

