



## 6<sup>th</sup> Annual "A RUN DOWN HERO HIGHWAY" Sunday – November 18, 2012

### The Event

"A Run Down Hero Highway" is a fun-filled, patriotic day that pays tribute to local hero Sgt. James J. Regan and helps raise money for the **Lead The Way Fund** in support of the families of Army Rangers who have been killed, disabled, or are currently serving in harm's way around the world. Now in its sixth year, this family-friendly event continues to bring together people of all ages for a spirited run/walk/stroll along the Hudson River. Attendees will 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, in constant view of Lady Liberty. The festivities continue with a brunch and after party at The Lighthouse at Chelsea Piers. Last year over 1,100 people joined us. We can't wait to commemorate and celebrate with you!

### Schedule:

9:30 AM	Registration and T-Shirt Collection on Pier 46
10:30 AM	Introductory Remarks; God Bless America / Star Spangled Banner / Lead The Way Song
10:45 AM	Run/Walk Begins
11:45 AM	Food, Drinks, Raffles and Live Music at <b>The Lighthouse at Chelsea Piers (Pier 61)</b>
12:45 PM	Presentations Begin – Phil Taylor from The American Fallen Soldiers Project will present original portraits to the families of beloved Fallen Rangers SGT Andrew Nicol and SPC Bradley D. Rappuhn as well as a portrait to the family of NYPD 9/11 First Responder Detective Claude "Danny" Richards

### To Register:

- **Online** – Visit Lead The Way Fund's [event registration page \(click here\)](#). Registering online GUARANTEES you a free commemorative event t-shirt and size preference
- **Mail-In** – Send check and waiver to Lead The Way Fund, Inc., 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 fundraising page. **The person who raises the most money will win a 3-day / 2-night stay for two people to the Casa de Campo Resort in the Dominican Republic, courtesy of the Jet Blue Challenge.**

**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 23<sup>rd</sup> Street and the Hudson River ([www.piersixty.com](http://www.piersixty.com)).

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

***\*This is not a Department of Defense sponsored event\****

Lead The Way Fund, Inc. is a 501c3 non-profit charity, Tax ID# 20-8757694  
P.O. Box 281 ■ Manhasset, NY 11030



## **CORPORATE SPONSORSHIPS**

Participate in the Lead The Way Fund's biggest and best-attended annual event with your corporate logo, signage, marketing opportunities, festivities and much more. This annual patriotic event is also the most costly to produce. Every corporate sponsorship dollar frees up more funds to go directly to wounded or deceased U.S. Army Rangers and their families.

### **INDIVIDUAL HERO** – \$1,500 Donation

- 4 Free Entries with Hats & Race-Day T-shirts
- Family name mentioned in brochure

### **CORPORATE HERO** – \$7,500 Donation

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

### **CORPORATE PARTNER** - \$20,000 Donation

- Free entry for 25 corporate guests includes all activities plus 25 hats and shirts
- Secures two premium tables at the post-race celebration at The Lighthouse at Chelsea Piers
- Corporate logo branding on two large signs; special marketing tables at Run and at Party
- Logo on Lead the Way Fund T-shirts and brochures

NAME(S): \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE(S): \_\_\_\_\_

EMAIL(S): \_\_\_\_\_

To get involved or for more information please contact Lead The Way Fund at [info@leadthewayfund.org](mailto:info@leadthewayfund.org) or call 516-469-5268.

# 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  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Students - \$35 / \$45 day of  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Kids Under 12 - \$25 / \$35 day of  
 \$ \_\_\_\_\_ I cannot attend, please accept a donation

# \_\_\_\_\_ \$ \_\_\_\_\_ Individual Hero - \$1,500  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Corporate Hero - \$7,500  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Corporate Partner - \$20,000

Shirt Size	Quantity	Shirt Size	Quantity
Youth		L	
S		XL	
M		XXL	

## 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.

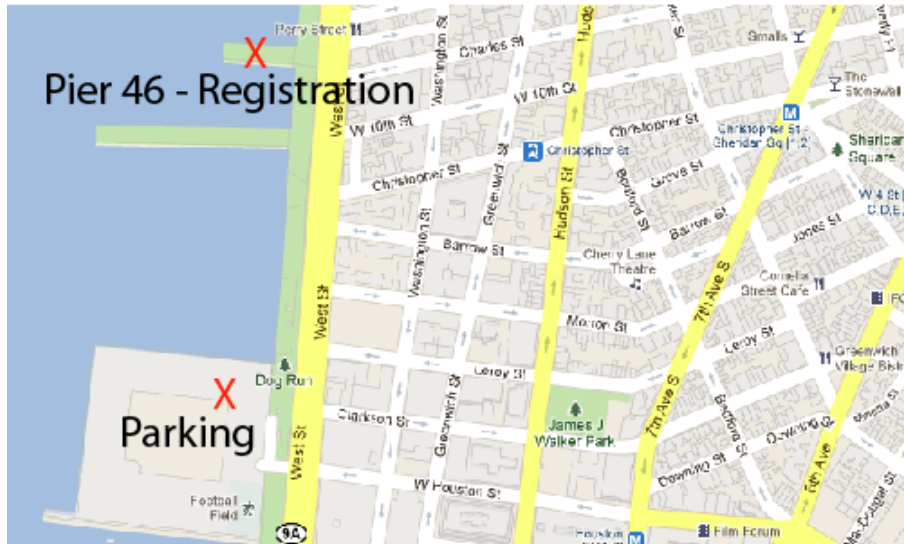
Signature: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 Date: \_\_\_\_\_

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 4<sup>th</sup> 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 23<sup>rd</sup> St. and Hudson River

