



## 6<sup>th</sup> Annual 'A RUN DOWN HERO HIGHWAY' Sunday, November 24, 2013 – New York City

### The Event

Registration is **NOW OPEN** for our **6th Annual 'A Run Down Hero Highway'** which will take place on Sunday, November 24<sup>th</sup>. This is a patriotic and family-friendly **5k run/walk/stroll** that pays tribute to local hero Sgt. James J. Regan, and helps raise money for the **Lead The Way Fund**. All proceeds go to support the families of our US Army Rangers who have been killed, disabled, or are currently serving in harm's way around the world.

Now in its sixth year, and back bigger and stronger after last year's cancellation due to Hurricane Sandy, this event brings together people of all ages for a spirited run/walk/stroll along the Hudson River. Starting at **Pier 46**, entrants complete a 5K roundtrip along the West Side Highway, past Ground Zero and in constant view of Lady Liberty. The festivities continue with a post-race celebratory brunch at **The Lighthouse at Chelsea Piers**.

This year, in conjunction with **The American Fallen Soldiers Project**, we will present original portraits to the families of beloved fallen Rangers SGT Andrew Nicol and SPC Bradley D. Rappuhn. In addition, continuing with our tradition of supporting other home-town heroes in the NYPD and FDNY, we will also be presenting a portrait to the family of NYPD 9/11 First Responder, Bomb Squad Detective Claude "Danny" Richards.

Attendees will revel in a day filled with moving tributes, amazing camaraderie and great food & drink. Over 1,100 people joined us for the 5<sup>th</sup> annual Run Down Hero Highway. We can't wait to commemorate and celebrate with you!

### Schedule:

9:45 AM	Registration and T-Shirt Collection on Pier 46 (Cross Charles St. & West St.)
10:30 AM	Introductory Remarks; God Bless America
10:45 AM	Run/Walk Begins
11:45 AM	DOORS OPEN for after party – The Lighthouse at Chelsea Piers (Pier 61)
12:45 PM	Portrait Presentations by The American Fallen Soldiers Project

### Register:

- **Online** – Visit our [event registration page \(click here\)](#). Registering online **GUARANTEES** you a free commemorative 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** – All forms of payment accepted. **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** – \$75; **Students** – \$40; **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*

### Fundraising:

Many people have asked how they can get involved and help fundraise for us in addition to just attending our events. By setting up a page on [FirstGiving](#), all individuals, families and groups will have the ability to raise money on our behalf & in support of your 'Run Down Hero Highway' efforts. To start your fundraising, please click on the **JOIN NOW** button at the top of the page and create your own personalized 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. **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)).

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



# “A Run Down Hero Highway”

Lower Manhattan, November 24, 2013

## CORPORATE SPONSORSHIPS

Participate in the Army Ranger Lead the Way Fund’s most anticipated and best-attended annual patriotic event with your corporate logo, signage, marketing opportunities, festivities and much more. This family-friendly event raises funds for U.S. Army Rangers and their families and includes:

- 5k roundtrip run/walk around Battery Park, passing Ground Zero and the Statue of Liberty
- Festive brunch at the Lighthouse at Chelsea Piers
- Music and special presentations from the American Fallen Soldiers Project to the families of Fallen Rangers and 9/11 First Responders
- Patriotic corporate-branding opportunities

### **CORPORATE HERO -- \$5,000 Donation**

- Free entry for 10 corporate guests, includes all activities
- Corporate logo appears on two large signs, and on Lead the Way Fund T-shirts and brochures
- 10 Lead The Way hats and shirts

### **CORPORATE LEGEND -- \$10,000 Donation**

- Free entry for 20 corporate guests includes all activities
- Corporate logo appears on two large signs, and on Lead the Way Fund T-shirts and brochures
- 20 Lead The Way hats and shirts

### **CORPORATE PARTNER -- \$25,000 Donation**

- Free entry for 40 corporate guests includes all activities
- Corporate logo appears on two large signs, and on Lead the Way Fund T-shirts and brochures
- 40 Lead The Way hats and shirts
- Private “Ranger salute.” Guests meet privately with true American heroes.

**Army Ranger Lead The Way Fund’s biggest 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.**

# 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 - \$75 / \$85 day of  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Students - \$40 / \$50 day of  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Kids Under 12 - \$25 / \$35 day of  
 # \_\_\_\_\_ Kids 5 and Under Free

# \_\_\_\_\_ \$ \_\_\_\_\_ Corporate Hero - \$5,000  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Corporate Legend - \$10,000  
 # \_\_\_\_\_ \$ \_\_\_\_\_ Corporate Partner - \$20,000  
 \$ \_\_\_\_\_ I cannot attend, please accept a donation

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) 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, M 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 (PIER 61)

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

