

# workforce

IMPROVE YOUR COMPANY'S HEALTH



## MAKE RICHMOND'S FAVORITE EVENT A PART OF YOUR WORKPLACE WELLNESS PROGRAM!

Workplace wellness programs can transform business cultures, inspire creativity, boost productivity, and change lives. So don't wait any longer to start or improve wellness initiatives by taking part in our new WorkForce program. Together, we'll motivate your team to take part in the Ukrop's Monument Avenue 10k!

**Here are a few ways you can encourage a healthier and happier workforce:**

### PAY FOR YOUR EMPLOYEES TO PARTICIPATE

With 27,000 people set to register for the 2020 Ukrop's Monument Avenue 10k, chances are that you or some of your employees will be participating. We've made it easy for you to pay part or all of the entry fees for a group of members or employees to participate in the 10k. Using our Bulk Entry feature, you now have the ability to pay in advance while also locking in the current rate. *More details on back.*

### GET READY FOR THE BIG DAY

The Ukrop's Monument Avenue 10k has once again partnered with the Greater Richmond YMCA to offer the YMCA 10k Training Team at 19 different locations! This 10-week training program is offered for runners and walkers of all abilities. Since its inception in 2002, almost 50,000 people have trained with us to either improve their running experience or get motivated to get off the couch!

### PROMOTE TEAM BUILDING

Whether you all dress up in costume or decide to wear a company shirt, the Ukrop's Monument Avenue 10k is a fun event to do together! Live bands, cheering groups, porch parties, and a one-of-a-kind post-race festival combine to turn Monument Avenue into the most fun race in the Nation!



LEARN MORE AT [SPORTSBACKERS.ORG](https://SPORTSBACKERS.ORG)



## WHY SHOULD WE PARTICIPATE?

The Ukrop's Monument Avenue 10k is Central Virginia's premier participation event and organizations like yours are making it a focal point of their employee health and wellness initiative. Building active workplaces has benefits in a multitude of ways. Here's what getting active can do for you:

- Increase employees' productivity and job satisfaction
- Help recruit and retain the best talent
- Boost creativity
- Promote a culture of health for all employees with lifelong benefits

## HOW DO WE JOIN IN?

### 1. REGISTER YOUR COMPANY/TEAM

Visit [sportsbackers.org](https://sportsbackers.org) and create your team on the Ukrop's Monument Avenue 10k event page.

### 2. PURCHASE BULK ENTRIES

Using our Bulk Entry feature, you now have the ability to pay for five or more entries. Simply visit [sportsbackers.org](https://sportsbackers.org) to purchase bulk entries. You will then be given a special code to distribute to members of your group, enabling them to register themselves online.

### 3. BUILD YOUR TEAM

Use the recruitment tools available on our website to begin recruiting your coworkers.

### 4. GET MOVING!

Event day is just around the corner! Lock in your rate today and begin planning your team outfits, rendezvous point, watering hole, etc. And, of course, start training!

## JOIN US AT THE UKROP'S MONUMENT AVENUE 10K ON MARCH 28, 2020!

Have questions? Email us at [groups@sportsbackers.org](mailto:groups@sportsbackers.org).