

THE RACE TO RESCUE HAITI™



Brought to you by The Colorado Association of Black Journalists and Matrix Fitness and Spa

*** Sunday, March 7th - Saturday, March 13th ***

* EVENT WILL BE HELD DURING REGULAR BUSINESS HOURS *

Matrix Fitness & Spa | 925 Lincoln Street | Denver, CO 80203 | 303-863-7770

What is The Race to Rescue Haiti?

This race is designed for people who don't want to wait for someone else to help Haiti. Your goal will be to raise money by getting pledges for simply working out at Matrix Fitness and Spa during a week-long fundraiser. Any type of work out is acceptable. You can ride a stationary bike, run/walk on a treadmill or just do your regular work out, that's fine too! Athletes, stay-at-home moms, senior citizens - everyone at any fitness level can participate. All of the proceeds will go to **The Lambi Fund of Haiti**, which is helping to distribute food and other basic essentials to survivors. In the long term, The Lambi Fund of Haiti is also committed to helping Haitians become self-sufficient after losing *everything* to the quake. Corporate sponsorships are available to companies who organize teams to participate or donate money. The Race to Rescue Haiti is an event that is open to anyone who has a passion to help those suffering in Haiti.

Who is organizing this event and why?

Over the years, the Colorado Association of Black Journalists (CABJ) has been involved in community projects throughout Colorado. CABJ president, Nadia Gedeon's parents were born in Haiti and several of her family members still live there. Consequently, Nadia and CABJ members wanted to be an integral part of the recovery effort. Ironically, Matrix Fitness and Spa was also searching for a way to show its support for Haiti and was eager to offer its luxurious facility to host the event. CABJ and Matrix Fitness and Spa decided to join together and organize an interactive and community driven fundraiser to help rebuild Haiti. For more information about our organizers go to:

* www.cabj-denver.org and

* www.matrixfitnessandspa.com

What is the goal of the event?

Our goal is to raise \$30,000 through individual donors and corporate sponsorships. Any commitment level is appreciated. We will provide hourly progress reports online and throughout Matrix during our week-long fundraiser.

What is The Lambi Fund of Haiti and how will they use the money?

The Lambi Fund of Haiti was founded by Haitians and Americans in 1994. It has offices in Washington D.C., and Port-au-Prince, Haiti, and began as a grassroots organization dedicated to helping Haitians realize economic justice, democracy and alternative sustainable development. After the devastating earthquake, The Lambi Fund of Haiti immediately began coordinating relief efforts to help Haitians rebuild their country including distributing food and other basic essentials to survivors. In the long term, The Lambi Fund of Haiti is also committed to helping Haitians become self-sufficient after losing *everything* to the quake. To find out more about The Lambi Fund of Haiti's relief efforts go to www.lambifund.org.

When is this event and where will it be held?

The Race to Rescue Haiti fundraiser will be held at Matrix Fitness & Spa on Sunday, March 7th through Saturday, March 13th, during normal business hours. Matrix Fitness & Spa is a premier health club and spa located at 925 Lincoln Street, Denver, CO 80203, just a few minutes from downtown Denver. Participants will be given discount coupons to enjoy relaxing facials and/or full body massages as our gift to you for participating.

Where can I park my car?

Parking is **FREE** inside the Beauvallon Condominium parking garage at 925 Lincoln Street, Denver, CO 80203. Please use the second garage entrance and enter on the left side of the entrance ramp, then look for Matrix parking signs. Go to the Matrix Fitness and Spa web site for directions at www.matrixfitnessandspa.com.

How do I sign-up?

You can sign-up online by going to Matrix Fitness and Spa's web site at www.matrixfitnessandspa.com.

Is there a registration fee or deadline?

No, you can register to participate for **FREE** at any time.

Is there a minimum donation amount required?

Yes, to ensure that we reach our financial goal of \$30,000 we are asking participants to commit to raising a minimum of \$20.00.

How will the donations be collected?

You can donate online at www.lambifund.org. Please type "Race to Rescue Haiti" in the comment field, or you can bring your donations to the fundraising event. Checks are preferred to ensure that all donors receive tax-deductible receipts. Cash will also be accepted. A representative of The Lambi Fund of Haiti will collect donations and provide tax-deductible receipts at the check-in table.

Do I have to be a member of Matrix to participate?

No, this event is open to the public. Athletes, stay-at-home moms, senior citizens - everyone at any fitness level can participate.

Can I bring my children to this event?

No, unfortunately, Matrix Fitness and Spa does not have insurance coverage that allows children on the premises.

How can I help?

Send this informational brochure to your contacts and ask them to join The Race to Rescue Haiti. You can also forward this information to your company. If you blog, tweet or have a Facebook page, please help us promote this event.