



# 2011 CEO Challenger Registration Form



Join fellow CEOs and compete in the 2011 Brooksie Way  
Walk or run the Half Marathon or 5k \*\* Be part of an exciting tradition of the race  
Your \$1,000 contribution goes to promote healthy, active lifestyles

|                            |                 |                                       |                           |
|----------------------------|-----------------|---------------------------------------|---------------------------|
| LAST NAME                  |                 | FIRST NAME                            | MIDDLE INITIAL            |
| GENDER (M/F)               | AGE ON RACE DAY | BIRTHDATE (MM/DD/YR)                  |                           |
| POSITION TITLE             |                 | COMPANY NAME                          |                           |
| COMPANY ADDRESS            |                 |                                       |                           |
| CITY                       | STATE           | ZIP CODE                              | COUNTRY (OTHER THAN U.S.) |
| PHONE (AREA CODE + NUMBER) |                 | E-MAIL ADDRESS (PLEASE PRINT LEGIBLY) |                           |

- I PLAN TO RUN OR WALK THE 5K       I PLAN TO RUN OR WALK THE HALF MARATHON

CEO CHALLENGE TECHNICAL RACE SHIRT SIZE (please circle) XS S M L XL XXL

**Liability and Publication Release** Application will not be processed without signature.

Please accept my entry in the 2011 Crim Festival of Races and/or the Brooksie Way. I hereby state I have conditioned myself to participate in the event I have chosen. I, for myself, my executors, administrators and assignees, do hereby release and discharge the Crim Fitness Foundation, Oakland County and Count Your Steps Inc, their officials, their sponsors and volunteers from damages, injuries or expenses occasioned by my participation in the Crim Festival of Races and/or The Brooksie Way. I also authorize Crim Fitness Foundation, Oakland County and Count Your Steps Inc officials to utilize any images of my participation in the Crim Festival of Races and/or The Brooksie Way for any and all purposes. By signing my name below, I hereby certify that I have read all the terms and conditions of this release and intend to be legally bound thereby.

Signature: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / 2011

**Send your completed application and check for \$1,000 (made payable to CYS/The Brooksie Way) to:**

Nancy Thompson  
Oakland County  
Economic Development & Community Affairs  
2100 Pontiac Lake Road 41W  
Waterford MI 48328

More information about the races can be found at [TheBrooksieWay.com](http://TheBrooksieWay.com)

- I plan to attend the Brooksie Way Kick-off Breakfast at 7 a.m. on Friday, May 20<sup>th</sup> at the Royal Park Hotel in Rochester.  
Paul W. Smith from WJR Radio will be broadcasting live from this location beginning at 6 a.m.
- I plan to attend the Brooksie Way VIP Reception at 7:30 p.m. on Friday, September 30<sup>th</sup> at the Royal Park Hotel in Rochester.
- I plan to attend the Brooksie Way Corporate Challenge Awards at 5 p.m. on Monday, October 24<sup>th</sup> at the Somerset Inn in Troy.
- I plan to take advantage of race registration discounts for my employees.

All company employees with CEOs enrolled in the Challenge are eligible to register for the Half Marathon at a cost of \$40 or the 5k for just \$18, providing their completed CEO Challenge Company Employee Registration Form and check is sent to Nancy Thompson before Friday, July 8<sup>th</sup>. If employees want to register for the Combination Brooksie Way Half Marathon / Crim 10 Mile, the total cost is \$65. Mile Fun Run / Walk registration is \$10 (or \$20 for up to 4 family members). Company employees may also like to participate in *The Brooksie Way Team Challenge*. For more information go to [http://www.thebrooksieway.com/about/team\\_challenge.html](http://www.thebrooksieway.com/about/team_challenge.html)

- I plan to provide promotional inserts / trinkets (coupon, nail file, note pad, etc.) from my company for the 5,000 runner bags.

Deliver your items before September 12<sup>th</sup> to: Oakland County Materials Mgmt. Bldg., 1155 Cesar E. Chavez Ave., Pontiac, MI 48341 (about a 1/2 mile east of Telegraph on the south side)

Materials can be dropped off from 8:30 a.m. to 4:30 p.m., Monday through Friday. Proceed to main entrance to personally deliver light loads or request to drop off materials at the loading dock. Materials should be boxed and labeled, "Brooksie Way Stuffer." All inquiries about shipping should be directed to the Mail Room (Adam) at 248-858-0427.

- I plan to provide a weather-proof company banner to be placed along the race course.

Use the delivery instructions above if you plan on providing a company banner for placement along the course.

*Additional benefits include a special CEO Challenge technical race shirt, access to the Post-race Corporate Challenge Tent, an Oakland Press Tribute Advertisement and upon request the opportunity to be mentored by Greg Meyer, the last American male to win the Boston Marathon.*

Send a high resolution company logo for the shirt and Oakland Press tribute advertisement before Friday, July 8<sup>th</sup> to [thompsonn@oakgov.com](mailto:thompsonn@oakgov.com)

- I have a great story to tell about why I'm participating in the race.

**Direct all inquiries to Nancy Thompson at [thompsonn@oakgov.com](mailto:thompsonn@oakgov.com) or 248-858-1892**