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**FOR IMMEDIATE RELEASE**

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**Alpharetta Rotary engages Corporate Community beyond expectations for annual Fundraising**

On August 28, Downtown Alpharetta was alive with celebration as the Alpharetta Rotary Club held its annual fundraiser to benefit charities supported by the club. In this 18<sup>th</sup> running of the Mayor's Corporate Challenge 5K, a record 809 runners registered to hit the route – 809! Rotary took some new approaches this year, focusing the event promotion within Alpharetta's growing corporate community, while also teaming with the City during a Thursday night Food Truck Alley, a well-established downtown community event. This year's effort garnered over \$100,000 of funding for the ongoing work Alpharetta Rotary Club does in the local community year round.

This year, the Mayor's Corporate Challenge 5K hosted over twenty corporate teams, of which numerous teams had at least ten runners. Teams for Sponsors Equifax and Siemens won in the Best Corporate Team Finishers category, along with Redwood Wealth Management. In the last twenty-four hours before the race Intelliverse registered thirteen runners. All teams brought a hearty competitive spirit. Over twenty Sponsor companies participated through hosting a booth at the Sponsor's Expo, to interact directly with community patrons.



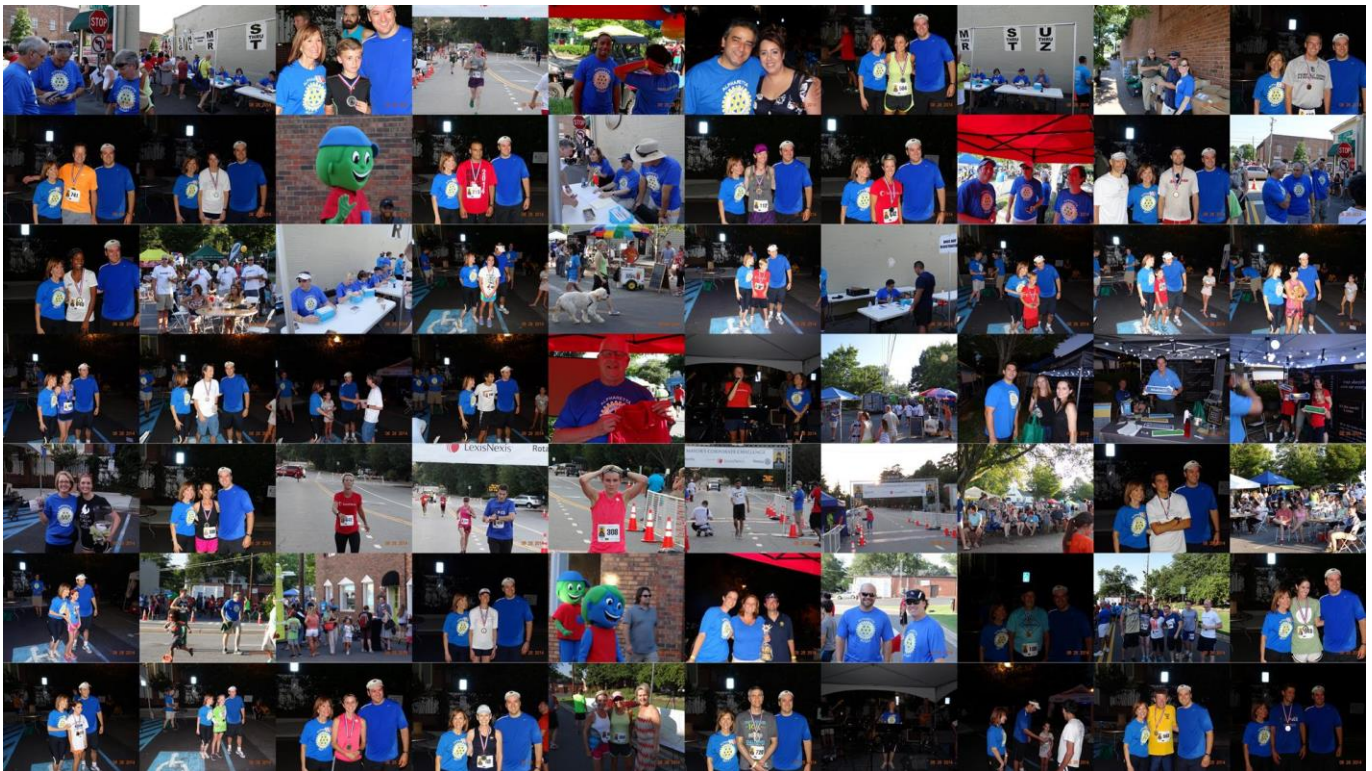
The collective event had something for everyone, even those not running the 5K. The City packed extra food trucks into the venue for the larger crowds expected. There were demonstrations for golf and massage enthusiasts, free car wash coupons, retail giveaways, technology associates networking and recruiting; children played with puppies and bubbles, and refreshing ice tea was among the brewed beverages on tap. Newcomers and seasoned attendees agreed the energy that evening was dynamic.

The presenting Sponsor LexisNexis Risk CEO Mark Kelsey gave his review of the Mayor's Corporate Challenge as "a huge success" in his recent blog entitled, *Demonstrating that LexisNexis Cares*. He mentioned their employees and families participation rate was nearly 40% of the registered 809 runners. Event chairperson, Rotarian Ted Schwartz acknowledged the success of the event "would not have been possible without LexisNexis's support". Had you been anywhere near any one of their runners, proudly donning their Team T-shirt, you would agree that were an award given for most spirited team, LexisNexis surely may have run away with it.

Many charities will benefit from the funds raised through the event, and lives will change as a result. Raising the money is what makes it so much fun for a Rotarian, worthwhile for our sponsor-partners, and drives the countless hours of planning and preparation. At the heart of it all is what the money will do in service to our community. Next year's event planning is already in process. Goals for it are to create a signature 5K course, and to attract over 50 corporate teams comprising as many as 1500 runners. Along with all the other ways Alpharetta is growing, the Mayor's Corporate Challenge has not yet reached its full potential. Get ready!



Alpharetta Rotary Club President Karen Nolan, left, and Alpharetta Mayor David Belle Isle, right, Congratulate Dave Schmit, Assistant District Governor for Rotary, on his winning run.



### Rotary Club of Alpharetta

The Rotary Club of Alpharetta was chartered on March 23, 1983. Its membership is comprised of approximately 85 men and women representing a broad base of business and professional activities in our community. We are committed to making our community, both locally and worldwide, a better place for all of us to live. Visit [www.alpharettarotary.com](http://www.alpharettarotary.com) for more information.

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