

Kelly Myers

## MEDIA ADVISORY FOR SPECIAL OLYMPICS DELAWARE

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**Special Olympics**  
Delaware



October 3, 2017

## 12TH ANNUAL REINDEER RUN AND ROMP IN NEWARK TO BENEFIT SPECIAL OLYMPICS DELAWARE

**WHEN:** December 1, 2017 at 7:00 p.m.

**WHERE:** Aetna Fire Station  
31 Academy Street  
Newark, DE 19711

**WHAT:** The Reindeer Run and Romp will return to Newark again this year to celebrate the holiday season and the spirit of giving. The nighttime run will coincide with the City of Newark's Winterfest, and community members are invited to run, walk, cheer, or enjoy the local entertainment and festivities. This year will mark the 12<sup>th</sup> annual Reindeer Run and Romp, and all proceeds will benefit 4,200 Special Olympics Delaware athletes. Since its conception, the run has raised over \$400,000 for Special Olympics Delaware. After their run, participants may enjoy warm refreshments as they enjoy the start of the holiday season with the rest of the Newark community.

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### About Special Olympics Delaware

Special Olympics Delaware has been changing the lives of Delawareans since 1971. Through sports training and competition in 19 sports, more than 4,200 athletes with intellectual disabilities have proven that, given the chance, no disability is too great to overcome. Using sports as a platform, Special Olympics strives for acceptance of all people, regardless of ability, not only on the playing fields, but in their local communities. For more information, visit [www.sode.org](http://www.sode.org).

**Special Olympics**  
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## **MEDIA RELEASE FOR SPECIAL OLYMPICS DELAWARE**

For Immediate Release  
October 3, 2017

### **12<sup>th</sup> Annual Reindeer Run and Romp Comes Back to Newark**

Date of Event: Saturday, December 1, 2017  
Time of Event: 7:00 p.m.  
Location: Aetna Fire Station  
31 Academy Street  
Newark, DE 19711

NEWARK, Del. – The City of Newark's Winterfest will see its 12<sup>th</sup> annual Reindeer Run and Romp benefitting Special Olympics Delaware on Friday, December 1 and 7:00 p.m.

"We continue to be overwhelmed by the outpouring of support from the community for this event," director of special events for Special Olympics Delaware, Lisa Smith, said. "During a very busy time of year people still manage to find the time and resources to support the Reindeer Run and Romp, contributing their own unique gift to our 4,200 Special Olympics athletes."

Serious runners as well as families are invited to run or walk the chip-timed 5k starting and finishing at the Aetna Fire Station on Academy Street. This event was made possible by Special Olympics Delaware and BNY Mellon.

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For More Information:  
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**PUBLIC SERVICE ANNOUNCEMENT**

**Run time:** 30 seconds

**Run dates:** Now until December 1, 2017

**2017 Reindeer Run and Romp 30-second Public Service Announcement**

The holiday season is coming to Newark, Delaware for the twelfth annual Reindeer five-k Run and Romp.

Celebrate the start of the holiday season by joining this nighttime run on Friday, December first at seven P-M.

Run or walk to raise money for Special Olympics Delaware.

Your nose may not glow this holiday season, but your heart will.

For more information or to register, visit S-O-D-E dot ORG. The Reindeer Run five-k is sponsored by B-N-Y Mellon.

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**Event Facts**

Reindeer 5k Run/Romp

Friday, December 1, 2017, 7:00 p.m.

Newark, DE

Race begins and ends at the Aetna Fire Station on Academy Street

\$25 to pre-register, \$30 on race day

Same-day registration begins at 5:00 p.m. on race day

Refreshments and hospitality will be provided post-race to those who register

**For more information**

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## FACT SHEET

**Special Olympics**  
Delaware



### **Race details:**

The 2017 Reindeer 5k Run/Romp is a nighttime race and fun run through downtown Newark and the University of Delaware campus.

The run will be held on Friday, December 1, 2017. The rain date for the run will be Saturday, December 7.

The run will occur during the City of Newark's "Winterfest" celebration.

This is the 12<sup>th</sup> annual Reindeer 5k Run/Romp event.

### **Who can run:**

Runners and walkers are welcome to participate. All participants will receive a custom long sleeved race t-shirt.

### **Cost and benefactor:**

Participants can pre-register for \$25 before the event, or register at the event for \$30.

Special Olympics Delaware is the benefactor of the Reindeer 5k Run/Romp and its sponsor is BNY Mellon. Proceeds will go to 4,200 Special Olympics Delaware athletes.

### **Course and amenities:**

The run will start and finish at the Aetna Fire Station on Academy Street in Newark, Delaware.

Same-day registration and check-in for pre-registered participants will begin at 5:00 p.m. on race day.

The run will begin at 7:00 p.m.

The course will take participants through downtown Newark, the University of Delaware campus, and the James F. Hall Trail.

The run will be chip-timed and luminaries will light the way along the course. Entertainment and decorations will also be found along the course.

Participants who register will enjoy post-race refreshments such as hot chili, soup, and a goodie bag.

### **Awards:**

The run will offer traditional age category winners.

First, second, and third-place overall male and female winners will receive exclusive Gore apparel.

More information can be found at [www.sode.org](http://www.sode.org).

### **Contact:**

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## **Newark community comes together for a good cause at 12<sup>th</sup> annual Reindeer 5k Run and Romp**

A celebrated Newark tradition will come back to the city on the night of Friday, December 1 as athletes and families commemorate the holiday season at the 12<sup>th</sup> annual Reindeer 5k Run and Romp in Newark. A chilly evening will set the stage for runners and walkers who come together to spread joy in their community.

The annual run, which coincides with the City of Newark's Winterfest, will benefit Special Olympics Delaware. Every penny raised from the run, sponsored by BNY Mellon, will stay in Delaware and will go towards the state's Special Olympics athletes.

"We continue to be overwhelmed by the outpouring of support from the community for this event," director of special events for Special Olympics Delaware, Lisa Smith, said. "During a very busy time of year people still manage to find the time and resources to support the Reindeer Run and Romp, contributing their own unique gift to our 4,200 Special Olympics athletes."

In 2016, runners and walkers raised more than \$60,000 for Special Olympics Delaware. At this year's 2018 run, the charitable organization expects to exceed this amount from admission costs. For runners and walkers, spreading charitable joy at this time of year will be the icing on the cake at this exciting event.

"I wasn't expecting the run to be so family friendly," Jane Doe said, a runner from last year's romp. "As a serious runner, I like giving it my all, but I'll definitely be bringing my family this year so they can have a great time too."

Registered runners like Doe will receive a t-shirt, post-race refreshments, and local merchant coupons for their participation. As the event's beneficiary, Special Olympics Delaware will celebrate their state community by providing local musical entertainment along the route for the runners' enjoyment. After the romp, refreshments and annual entertainment at the City of Newark's Winterfest will greet runners. Ice carving, a tree-lighting, and Santa's grand entrance are annual favorites.

"Events like these remind us where we come from and what is truly important during this season of giving," Doe said. "We all love going out and doing what we love, but if we can make a difference at the same time, it's doubly important that we participate."

Doe has a personal connection to the run's charitable cause, emphasizing her appreciation for her experience.

"My nephew is a Special Olympics Delaware athlete," the accountant from Bear said. So many runners won't get to see the effects on their donations, but I can see firsthand how meaningful they will be."

Amidst carols and good cheer, runners will celebrate their Delaware community and the spirit of giving at this year's Reindeer Run and Romp. The night air may be cold, but a passion for doing good and a lot of holiday cheer will warm hearts throughout the city.



Runners and walkers burst forward in Newark the evening of the 2016 Reindeer 5k Run and Romp. Community members will come together again this year to celebrate the start of the holiday season and the spirit of giving back. (photo by Bob Gilley)

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## Contacts for today's Reindeer 5k Run and Romp

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