

From The Auburn Citizen

This August, Emerson Park will host the 40th Great Race; a sporting event of teams that will run, bicycle and canoe for the gold. Or should we say ruby? As the Great Race Committee kicks off its 40th year celebration, much is being done in the way of groundwork to make this the best race in the history of the Great Race and to establish an additional focus for the next 40 races. The committee is looking to outdo its record of 625 teams, and to do that, they will need your help. Anyone, of any age with or without disability is welcome and encouraged to compete.

This year, the committee is planning something special for some veteran Great Racers who register for Great Race 40. Any person who participated in all 40 races or in the very first Great Race will receive a special recognition.

The additional focus of the Great Race's expanded mission is to now directly support local non-profit agencies. As a newly recognized 501(c)3 organization (we use to be a 501(c)4), the Great Race is proud to announce that they will be sponsoring four charities this year: H.E.A.L (Heroin Epidemic Action League), OWLA (Owasco Watershed Lake Assoc.), HOSPICE of the Finger Lakes and the YMCA Scholarship program. These will be referred to as the HOPE Charities by the committee for this 40th Great Race. The Great Race will donate an equal % amount to each of these four charities this year based on team fees collected for the event. The Great Race will also donate a specific dollar amount to three volunteer fire departments: Owasco, Fleming #1 and Scipio. Along with these donations, the Great Race is proud to match funds donated by an anonymous donor to the Ruggerio Community Service Scholarship. This scholarship is available to high school seniors this year. The decision regarding the winner is close at hand and will be highlighted in a future article prior to the race. The committee would like to extend a special challenge to these four sponsored non-profit agencies to put teams together, assist in marketing the race and come out to enjoy race day and market their services.

PLEASE rally your friends, all of your friends, for a great day when we will raise needed funds for these worthy charities AND break our own record as the Country's largest Team Triathlon.

The committee is also introducing an expanded tier-based sponsorship program. One of the tiers we are adding is the Ruby tier for this race only. This tier will be available every five years, and the sponsor chosen will have prime status on all advertising. Other tiers are gold, silver and bronze. The Bronze tier is the other tier being added this year and it will be designated for local sponsors that would want signage placed around the race course. If the potential sponsor for example, is a canoe retailer, their signs would be placed at the beginning and ending location of the canoe course. Anyone interested in becoming a Ruby, a new Gold, a new Silver or Bronze Sponsor this year, contact Richard Gray at rgray@great-race.com. The Great Race committee will reach out to existing Gold and Silver sponsors soon to update them on the status of their sponsorship which will not be changing.

The committee is pleased to have Bernie Simmons of Balloon's Catering providing food and drink for sale at this year's event again. Race participants and volunteers are provided food and drink at no cost. This year's entertainment will be provided by The Destination Band, a nine piece band playing the ultimate in dance music through the decades.

The committee is also excited to unveil its new logo, developed by Coburn Design:



Look for more articles coming soon highlighting Great Race history and key members that have contributed to make every race a great one. The date of this year's race: August 13th; see www.great-race.com to register and stay informed of current events. You can also follow us on Facebook (TheAuburnGreatRace), Instagram (auburn_great_race) and Twitter (@AuburnGreatRace).

By Susan Gray, on behalf of the Great Race Committee