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For Immediate Release

**TEAMS TO COMPETE AGAINST EACH OTHER IN RACES TO BENEFIT MULTIPLE CHARITIES
Registration Now Open for the First Ever Delaware Charity Challenge**

Wilmington, DE, October 28, 2014 – Registration is now open for the Delaware Charity Challenge's "Race-to-Raise" event which allows charities to form teams, choose their charity, and compete against each other in 5 exciting events and a general fundraising race. This inaugural event will be Saturday, May 2, 2015 at Lums Pond State Park in Bear, Delaware. To register go to delawarecharitychallenge.com.

The Delaware Charity Challenge seeks to change the ordinary charity 5K race by leveraging the power of a team's social network and adding a competitive flair to the traditional fundraising aspect. Unlike most charity events around today, the Delaware Charity Challenge gives teams the freedom to choose whatever cause they want to support. Teams have the opportunity to not only directly raise money for this cause but part of race registrations and sponsorships will be added to a race purse and added to the total raised sums of the teams which raise the most money or wins their race. The teams that raise the most money from January 1, 2015 to May 1, 2015 will win sixty percent of the prize pool and the teams that win the races at the Delaware Charity Challenge will be awarded the other forty percent.

"The Delaware Charity Challenge is a fun and new team-based charity fundraising event," says Charlie Vincent, founder of Innovincent LLC, the company behind the Delaware Charity Challenge. "What this event is doing is capturing the passion that competition brings out in people and focuses it in a way that benefits all who participate. The potential these races have for charities across the region is very exciting."

Team registrations start at \$200 for a team of five, with discounted rates to nonprofit organizations forming teams. Teams also choose to run in one of five races at the Delaware Charity Challenge: a competitive men's team 5K, a competitive women's team 5K, a competitive co-ed team 5K, a fun team run/walk, or the Adventure Challenge Relay, which consists of a relay race involving mountain biking, running, canoe racing, ziplining, and a puzzle challenge.

Teams can register for the Delaware Charity Challenge from now until April 18, 2015. The fundraising challenge portion of the Delaware Charity Challenge runs from January 1, 2015 to May 1, 2015. More information can be found online at delawarecharitychallenge.com.

About Innovincent LLC

Innovincent LLC is a Wilmington, DE based consulting company that specializes in helping nonprofits and small businesses with strategic planning, marketing, and fundraising and is the presenting sponsor of the Delaware Charity Challenge.