



June, 2009

Hello Team Captain!

It is that time of year again, and we are looking forward to your company's participation in the CIGNA/Elliot Corporate 5K Road Race. Our **17th annual** event will take place on Thursday evening, August 13, 2009, 6:20PM, at Veterans Park in Downtown Manchester. We are pleased to announce that the proceeds from this year's race will benefit Elliot Health System. Elliot plays a crucial role in delivering the best possible and most appropriate health care to the communities of southern New Hampshire. This year, financial support provided to Elliot Health System will target charity health care services. The Honorable Mayor Frank Guinta will fire the starting gun, which sends over 5,000 runners, walkers and wheelchair entrants on their way through Manchester's historic downtown. For your convenience, we have created a checklist with important dates that will be helpful to you as you recruit your co-workers and get your team finalized for this year's event.

HELP US SUPPORT OUR COMMUNITY



Proceeds from the race, as well as contributions from our corporate teams, will benefit Elliot Health System. Elliot plays a crucial role in delivering the best possible and most appropriate health care to the communities of southern New Hampshire. Regardless of insurance or the ability to pay, Elliot's doors are always open to the community, 7 days a week, 24 hours a day. In the last year, Elliot provide of \$38 Million in uncompensated care to the community. This year, financial support provided to Elliot Health System will target charity health care services. We're hoping your company will rally behind your team and support Elliot Health System. Although donations *are not* required, they are certainly encouraged at the following suggested levels based on your team's size. If your company would prefer to give at an alternate level, any donation amount is appreciated.

- Small Team - \$250
- Medium Team - \$500
- Large Team - \$1,000



CUSTOMIZED T-SHIRTS

Corporate-branded T-shirts are one of our race's most popular features. This year, to ensure we submit all information to Logo Loc in a timely fashion and all shirt orders are complete and final on Race Day, we are offering just one Corporate Entry Team Deadline – **July 20th**. Your Team must be finalized by **July 20th** in order for your company to receive branded shirts. We've attached a list indicating which team logos are already on file with Logo Loc. **If your team is on the list, and the logo has not changed from last year, there is no need to send a logo again this year.**

Additions to the Team will NOT be accepted beyond July 20th. However, to accommodate any last-minute entries, you will have the ability to order additional shirts at a reduced rate of \$7 each. These additional shirts will be branded and available to you AFTER race day. Call 603.268.7854 if you would like more details about this option.



SHARE YOUR INSPIRATIONAL STORIES WITH US

We want to hear your inspirational fitness stories. As part of our race promotion efforts, our media partners are always looking for new ways to promote health and fitness in our community. Tell us why you and your team mates participate in the CIGNA/Elliot 5K – share information about a hurdle you or a team member has overcome in an effort to adopt a healthier lifestyle. We want to make your team part of our CIGNA/Elliot 5K success story! Contact Lindsay Shearer via e-mail (Lindsay.Shearer@CIGNA.com) with your inspirational story.

ON-LINE REGISTRATION

Once again, on-line registration is available and we encourage you to use it when entering your team in this year's race. Simply visit www.elliotechospital.org and follow the links to registration. Online registration is managed by Comfort Sign-Ups so you will leave the Elliot Hospital site once you launch a registration link. On-line registration is fast, easy and you'll receive your team's entry confirmation electronically. Team captains who choose to register on-line must make sure that each team member has read and agreed to the on-line waiver/release form. To ensure that each member of your team receives the on-line waiver electronically, be sure to enter each team members' e-mail address accurately into the on-line application. Team members who do not have a Team Runner's Application & Release Form on file will not be permitted to participate in the event.



IMPORTANT NOTE: When completing the Company Team Roster, please do NOT check the "I have completed my team online" check box in the upper right-hand corner unless you have entered your **complete** team online. If you have entered just a portion of your team online, but want CIGNA HealthCare to complete the data entry for your team, do not check the box.

ARRIVE EARLY ON RACE DAY

Registration at Veterans Park will take place from 12:00PM to 6:00PM. Arrive early to allow enough time to park, meet with your team members, distribute T-shirts, pins, and bib numbers, warm-up and get to the start. **The starting gun will be fired at 6:20PM. WMUR will film the start of the race live during their broadcast of the 6:00PM news sports segment.** In the traditional spirit of the event, we are expecting a large crowd, so it may be helpful if you **plan to**

meet your team members at a predetermined location. To help minimize confusion, a Team Captain bulletin board will be located near the registration area where you can check-in and list where your team members can meet you.

IMPORTANT NOTE: Team Captains, please utilize the Team Captain board! We get many questions on race day from participants looking for their teams, so please take a moment to check-in. Your team mates want to find you!

T-SHIRTS, PINS, and BIB NUMBERS

As Team Captain, you are responsible for picking-up your team's materials at the registration table sometime between 12:00PM and 6:00PM in Veterans Park on race day. ***As an added convenience to you, your team's materials will also be made available for pick-up the day before the race at Logo Loc at 540 Commercial Street in Manchester, 12:00 PM – 6:00 PM.*** Please make sure your team members are aware that individuals will not be allowed to pick-up their own materials – team packages will not be split-up.

CHRONOTRACK D-TAG



The CIGNA/Elliott 5K will be using the latest technology in race timing, called ChronoTrack. Similar to the ChampionChip®, the D-Tag attaches to each participant's shoe and must be worn throughout the race – no exceptions. The D-Tag comes assembled as part of each participant's bib number. Each participant simply tears it off of the bib and affixes it to their shoe. Most important, the D-Tag is disposable, so once you cross the Finish Line, no stopping to remove your timing device and no worries about returning it after the race or paying its replacement cost. Simply discard it.

IMPORTANT NOTE: Instructions on how to apply the D-Tag are included with this letter, please distribute to your team mates so they are familiar with the D-Tag prior to Race Day. Also, the D-Tags are recyclable, so if you have individuals who have signed-up for the race, but for some reason do not participate, please return their bibs to the Help Desk on race day.

HELP DESK

To ensure everything runs smoothly for you and your team on race night, we will again have a Help Desk stationed in the park. The Help Desk will be clearly marked for your convenience. A Race Official will be at the Help Desk throughout the event and can help you with any questions you may have about your team materials, lost and found items or should you or any of your team members need to page someone in the park.

THE RACE

Each team package will contain T-shirts as well as an envelope labeled with each individual team member's name. The envelope will contain that participant's pins, bib number and D-Tag (affixed to the bib). Each team member should take the envelope that is assigned to him or her – bib numbers/D-Tags ARE NOT TRANSFERABLE and are pre-assigned to ensure the accuracy of the results. Transferring bib numbers/D-Tags will result in disqualification. Team members should affix the D-Tag to their shoe immediately. The D-Tag is recognized by sensors at the Start and Finish Lines to provide the exact time of each participant's finish. D-Tags DO NOT need to be removed at the Finish Line and they DO NOT need to be returned after the

race. However, because the D-Tag can be recycled, they should be returned to the Help Desk. Also, remind your team members to wear their bib number at all times so they will be permitted into the complimentary refreshment area.

WAVE START

We have found that wave starts have been successful in allowing us to group each participant among those individuals at similar fitness levels. The wave start also allows the competitive runners to have a clear field ahead of them. Please make sure that each member of your team selects a wave start group on the Team Runner's Application & Release Form included in this packet. Any participant who does not select a wave start group will automatically be assigned to the Walking Wave Start Group.

FOR YOUR FUN AND SAFETY

We anticipate more than 5,000 participants in this year's race. We are pleased that the race has become such a popular family event and want to keep it safe and fun for all family members. ***Therefore, no bikes skateboards or roller blades will be permitted.*** In addition, because the CIGNA/Elliot Corporate 5K Road Race is a USATF sanctioned event and therefore must abide by USATF sanction rules, strollers are not permitted on the course. USATF strictly prohibits the use of strollers as they present potentially dangerous situations not only for the child in the stroller, but also for those participating in the event.

AWARDS

Once again, all participants who cross the finish line in this year's race will receive a special, commemorative finisher's award.

CORPORATE AWARDS

Corporate Awards are given to the winners of the Small (5-15 Employees), Medium (16-99 Employees) and Large (100+ Employees) Team competition based on Most Participation and Highest Percentage of Participation. Corporate Teams also compete in the Male and Female Open categories (top 10 Teams win awards) as well as Co-Ed competition (top 5 Teams win awards).

BANNERS

We encourage you to bring company banners or signage with you on race day to display within the park. You should bring your own hanging materials. Note that park regulations prohibit any stakes or poles that penetrate the ground. Please see any Race Official for further assistance to display your sign. Race Officials will be easily identified, as they will be wearing yellow T-shirts.

DIRECTIONS AND PARKING

Unlike the past few years, the Fisher Cats will be playing an away game on race night, so we should see an improvement in traffic flow as well as increased parking availability. As always we suggest parking at one of the cities many parking facilities. A parking map is enclosed with the race materials for your convenience.

From the South:

Take the Everett Turnpike or Route 93N to Route 293N. Take Exit 5 (Granite Street). Turn right at the bottom of the ramp, cross the bridge and proceed straight through two lights. Look for the Center of NH Parking Garage on your left. Veterans Park will be diagonally across to the left.



From the North:

Take Route 93S to Route 293S. **Take Exit 5.** Bear left off of the exit, cross the bridge and proceed straight through two lights. Look for the Center of NH Parking Garage on your left. Veterans Park will be diagonally across to the left.

From the East:

Take 101W to 93S. At the split follow the signs for 293N. Follow 293N to Exit 5 (Granite Street). Turn right at the bottom of the ramp, cross the bridge and proceed straight through two lights. Look for the Center of NH Parking Garage on your left. Veterans Park will be diagonally across to the left.

The race will begin promptly at 6:20PM, at the intersection of Elm and Amherst Streets (a few blocks North on Elm Street). The earlier you arrive, the better chance you will have of securing a parking spot. You may park at one of the many city parking garages listed on the enclosed Parking Facilities Map, which have very reasonable rates.

POST-RACE ACTIVITY

We invite you and your co-workers to join us at Jillian's after the race. Jillian's is conveniently located in the Millyard District at the corner of Granite and Commercial Streets, and is within walking distance from Veterans Park. There will be special prizes and discounts for those individuals in a CIGNA/Elliot 5K Road Race T-shirt, ***so be sure to join the fun!***

We look forward to seeing you and your team on race night!

Please call the race hotline at 1.800.554.1664 if you have questions or require additional information.

Yours in Health and Fitness,

The CIGNA/Elliot Corporate 5K Road Race Committee

TEAM CAPTAIN CHECKLIST AND

IMPORTANT DATES TO REMEMBER

DEADLINE DATE	TO-DO	✓
START TODAY!!!	**Recruit and register your Team**	
Monday, July 20, 2009	Team roster, logo, and payment must be received at CIGNA HealthCare.	
Friday, July 24, 2009	Make sure all Team members have read and agreed to the waiver/release.	
Monday, July 27, 2009	Do you need to order any additional branded T-shirts for co-workers who signed-up beyond the July 20 th deadline?	
Monday, August 3, 2009	Develop a communication informing your team mates about the ChronoTrack D-Tag and how to affix it to their shoe.	
Monday, August 10, 2009	Remind your team mates that you will arrange a meeting spot and record it on the Team Captain board in the Park.	
Wednesday, August 12, 2009	Pick-up your Team's materials at Logo Loc 12:00 PM – 6:00 PM.	
Thursday, August 13, 2009	RACE DAY !!! Pick-up your Team's materials at Veterans Park between 12:00 PM and 6:00 if you did not pick-up at Logo Loc.	
AFTER THE RACE...	...Join us at Jillian's for a Post-Race Celebration!!!!	

Road Race Hotline: 1.800.554.1664
To Register On-Line: www.elliothospital.org