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## **Ragnar Relay Announces ‘Back on My Feet Chicago’ as Official Charity of *Ragnar Relay Chicago***

**KAYSVILLE, UT December 1, 2010** – Ragnar Relay Series presented by NordicTrack, the nation’s top provider of overnight running relay races, announced today Back on My Feet Chicago as the official charity of *Ragnar Relay Chicago* taking place June 10-11, 2011.

The former Madison-Chicago Relay (MC200) will partner with Back on My Feet, a nonprofit that promotes the self-sufficiency of homeless populations by engaging them in running as a means to build confidence, strength and self-esteem.

“Back on My Feet is incredibly grateful for the support from the Ragnar Relay team during our first few months here in Chicago,” said Kristina Olkowski, Executive Director of Back on My Feet Chicago. “Our partnership with *Ragnar Relay Chicago* will not only generate significant fundraising dollars, which will further our mission of helping Chicago’s homeless population move their lives forward; it will also create greater awareness for our organization among the thousands of individuals participating as an athlete, volunteer or supporter.”

Ragnar Relay will donate \$300 to Back on My Feet Chicago for every team that uses the promotion code “CH11BOMFZ” when registering. Back on My Feet Chicago will also offer participants the opportunity to join its fight against homelessness by “FundRacing” for the organization. FundRacers who raise \$100 or more for Back on My Feet Chicago will receive benefits such as a personal website to raise funds online, e-mails with training tips and inspirational stories, invitations to fun runs and social events, Back on My Feet gear and discounts at Back on My Feet Chicago’s running store partner, Universal Sole, among others. FundRacers can sign up online at [www.active.com/donate/BOMFChiRagnar](http://www.active.com/donate/BOMFChiRagnar).

“We selected Back on My Feet Chicago to be our official charity as we worked with the D.C. Chapter and wanted to continue to support and help create awareness for this inspiring organization that is doing great things to change people’s lives within the Chicago community,” said Andria Huskinson, Chicago Race Director. “We are ecstatic to have the opportunity to open our community of Ragnar runners to support an organization like Back on My Feet.”

Much more than just running, Back on My Feet is a comprehensive program that offers connections to job training, employment and housing. But these benefits are not free. Members

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earn the opportunity to move forward in the six month to nine month program by maintaining a 90 percent attendance rate at the morning runs three days a week.

The organization was founded in Philadelphia in 2007 and has chapters in Baltimore, Boston, Chicago and Washington, D.C; it will expand to Dallas-Fort Worth, Indianapolis, Atlanta and Minneapolis-St. Paul chapters in 2011.

*Ragnar Relay Chicago* is a 194-mile course guiding runners through some of the Midwest's most scenic paths. The race begins in Wisconsin's state capitol, Madison, on Lake Monona and takes runners east towards the southern tip of Lake Michigan on the Glacial Drumlin Trail. Running along the lake, runners will pass through Northwestern University's beautiful campus to finish in the Windy City's Lincoln Park.

Each leg of a Ragnar Race varies in difficulty so elite and novice runners can run together in teams. Each team is responsible for providing two support vehicles, with six runners in each vehicle. The first vehicle drops off the first runner and drives ahead to the first exchange point. Teams repeat this pattern for six legs until they hand off to their second vehicle. This leapfrogging pattern continues day and night all the way to the much anticipated finish line.

#### **About Ragnar Events, LLC**

Ragnar Events, LLC was co-founded in 2004 by Dan Hill and Tanner Bell. The idea to run an overnight 24+-hour relay across the mountains of Utah was a lifelong dream of Dan Hill's father. The dream became reality when Dan Hill and his childhood friend Tanner Bell organized the first Wasatch Back Relay, spanning 188 miles from Logan to Park City, UT in 2004. Since 2004 the Ragnar Relay Series has grown from a single relay in Utah to the largest overnight relay series in the nation. The Ragnar Relay Series now has 15 races scheduled for 2011 and is growing every year. Ragnar Events, LLC is based in Salt Lake City, UT and managed by co-founders Dan Hill and Tanner Bell. Visit [www.ragnarrelay.com](http://www.ragnarrelay.com) for race dates and exact locations.

#### **About Back on My Feet**

Back on My Feet, which launched in Philadelphia in 2007, is a nonprofit organization that promotes the self-sufficiency of the homeless population by engaging them in running to build strength, confidence and self-esteem. Members must run Monday, Wednesday and Friday mornings and must maintain a 90 percent attendance rating in order to move forward in the program and gain access to job training, employment and housing opportunities. The organization has chapters in Philadelphia, Baltimore, Washington D.C., Boston, and Chicago and will expand to Dallas-Fort Worth, Indianapolis, Atlanta and Minneapolis-St. Paul in 2011.

The organization has received incredible media support, including attention from NBC Nightly News ABC World News, CNN, and The Today Show for its ingenuity in tackling this difficult social issue. More information can be found at [www.backonmyfeet.org](http://www.backonmyfeet.org).

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