FOR IMMEDIATE RELEASE

GET YOUR TEAM TOGETHER FOR X-TREME ABILITY CHALLENGE 2020
– iCelerate/High Sierra Industries hosts iconic annual fundraiser set for October 3!

Make sure you set aside team and sponsorship funds in your 2020 budget for this year's X-treme Ability Challenge, brought to you by iCelerate, parent organization of High Sierra Industries, a leader in serving persons with disabilities in Northern Nevada! iCelerate invites you and your business or organization to be part of the big event!

The XAC first debuted in 2002, but took a hiatus in the wake of the 2008 recession. In 2016, we brought them back and this year the event is set for 10 a.m. on Saturday, October 3, at our facility, 555 Reactor Way in Reno. This year's event is extra special, since it coincides with National Disabilities Awareness Month!

The games pit up to 50 teams from Northern Nevada business and organizations against each other in a friendly rivalry on a course with timed challenges. Players step into the shoes of someone with a disability and must complete a series of tasks. The team to finish with the fastest time wins! (Note: Players must be 18 to compete.)

The XAC event is our biggest annual fundraiser. All proceeds raised will help cover the cost of everyday service needs, such as universal precautions and other program costs. The X-treme Ability Challenge is a fun, informative way to create awareness of the strengths and skills of people with disabilities, and involve the community in a truly integrated event.

Team sponsorships start at just $1,000 and we invite you and your business or organization to become an XAC Title & Event Sponsor. (See enclosed details about this opportunity in this packet. Can't make the event, but still want to participate? Sponsors not able to field teams can choose to donate a team registration to another organization or agency, and/or donate prizes to our Raffle & Silent Auction!

In addition to the games and a barbecue lunch, participants and guests are encouraged to arrive early to check out the prizes up for bidding in our Raffle and Silent Auction! And, every team member and will get one of the XAC's collectible, iconic t-shirts, which is sure to be a conversation piece.

As an XAC Sponsor, you’ll be a part of a challenging, exciting community event that illustrates how what we do empowers people, helps turn disabilities into abilities and changes lives. We would love to have you as one of our sponsors and thank you for being a part of our iCelerate HSI-WARC family. See you in October!

For more information, contact:
Jimmy Breslin
775-846-8008
Sponsorship Levels

Platinum Level
$10,000

Package Includes:

- Title Sponsorship
- 4 Teams
- Banners at Event
- Media Exposure
- 50 extra lunches
- Large logo printing on event shirts
- Course naming rights

Gold Level
$5,000

Package Includes

- 2 Teams
- Logo printed on event shirts
- Media Exposure
- 25 extra lunches
- Banners at event

Donate a team
If you wish, you may decide to donate one of your teams and sponsor one of our volunteer teams representing local media, city officials, UNR coaches, teachers, police and fire to name a few. Please contact us if you would like to choose this option.

Register your team today!
Use the registration form on page 4...
or for more convenience log on to hsireno.org/xac/ !!!
Welcome to the X-treme Ability Challenge!

Each team member and their coach must sign a "Waiver and Release" on the day of the event. NOTE: By registering, you and your team consent to be photographed for publicity and marketing use in print, broadcast and online media.

**Team Members** (8 required, including coach)

Each team member and their coach must be at least 18 years of age.

REGISTRATION: $1,000 Per Team (includes 16 lunch tickets) Extra individual lunch tickets: $25 donation

Please have your entry to us on or before August 25, 2020.

Doors open at 9 a.m. Games, Silent Auction Barbecue and Open House begin approximately 10:30 a.m., Saturday, October 3, 2020. We’ll confirm the time your team competes via email.

High Sierra Industries dba iCelerate is a 501(c)(3) non-profit organization.

X-treme Ability Challenge mark Reg. U.S. Pat & Tm. Off.