



## The Climb and Run for Wilderness Team Challenge – Information for Teams



### What is the Team Challenge?

The team challenge is an opportunity for your company or organization to put together a group of four people to compete with other teams climbing the Calgary Tower for fun, prizes and to raise money to help protect wilderness areas in Alberta. More information on the Climb and Run for Wilderness can be found on the website at <http://www.ClimbForWilderness.ca/>.

### How much does it cost?

The minimum cost for a team of four is \$500. This money may be paid as a single registration fee, may be raised through sponsorships, or any combination of the two.

### What do teams get for that registration fee?

For the \$500 registration fee, teams get:

- 🏆 Unlimited climbs for all team members all day long (from 8:30 AM until 1:30 PM) on a separate tower staircase
- 🏆 The chance to compete directly against other participating teams
- 🏆 A team package with t-shirts, coupons, and other goodies for each team member (while supplies last)
- 🏆 A listing on the Climb and Run for Wilderness website team page at <http://www.ClimbForWilderness.ca/teams.asp>
- 🏆 A special page just for their team on the AWA shop website, where they can post pictures and collect online sponsorships
- 🏆 The chance to win special high-valued prizes just for teams:
  - Most climbs by a team
  - Top fundraising team
  - Team spirit award
- 🏆 Priority access to AWA staff for assistance and consideration
- 🏆 Certificates of achievement indicating the number of climbs made

### How do teams register?

Teams can register online, at <https://GoWildAlberta.ca/> (use the menu option “Climb and Run for Wilderness” > “Register,” then click “Register for the C4W Team Challenge”). We do need all four team members to do this, as this ensures that they have read and agreed to the waiver of liability. There is an option when filling out the form to waive the \$500 registration fee for all but one member (or all four members, if the \$500 will be raised through sponsorships).

### When and where do teams pick up their team packages?

Teams can pick up their team packages at the AWA office (the address is on the other side of this sheet, near the bottom) any time from Wednesday, April 6<sup>th</sup> until Thursday, April 14<sup>th</sup>. Packages can be picked up at the Calgary Tower on the morning of Saturday, April 16<sup>th</sup>, however as this day is very busy, we encourage teams to pick up packages in advance. This way they can be assured of minimal delays, and that they will have their t-shirts ready to wear at the tower.



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### What is the Climb and Run for Wilderness?

Climb and Run for Wilderness is a signature event, held annually at the Calgary Tower to increase public awareness of wilderness, wildlife and wild water in Alberta. The Climb and Run for Wilderness provides learning opportunities combined with athletic challenges to climb the 802 stairs and earn funds for Alberta Wilderness Association. The event attracts participants from 2 to 102 years old, with a diverse range of athletic ability. A family day, a corporate challenge day, a fun time, and a serious opportunity to test one's personal best are all combined in this Earth Day event. The event is known as the **Best Earth Day event in western Canada** and attracts more than 1000 individual participants and 150 volunteers annually.

### What is the Alberta Wilderness Association?

Alberta Wilderness Association (AWA) is the oldest wilderness conservation group in Alberta dedicated to the completion of a protected areas network and the conservation of wilderness throughout the province. Founded in 1965 in rural southwest Alberta by backcountry enthusiasts, ranchers and outfitters, the AWA has grown into a province wide organization.

With more than four decades of success it is known for its tenacity, corporate memory and integrity. AWA is a non-profit, federally registered, charitable society. It has a provincial office and resource centre in Calgary and active members and volunteers throughout Alberta.

The staff of the Association includes professionals and specialists in management, conservation biology, economics, education, outreach, communications and accounting. AWA's outreach work is achieved through communication, education, conservation and advocacy and is supported through volunteers, member and donor programs, fundraising through grants, campaigns, and events and a planned giving program.

### Where can teams get more information?

If there are any questions not answered by this form, people are always welcome to email or phone the AWA office. There is also more information about the climb, and about the team challenge, available throughout the climb website.

Email: [awa.c4w@shaw.ca](mailto:awa.c4w@shaw.ca)  
Tel: (403) 283-2025  
Web: [www.ClimbForWilderness.ca](http://www.ClimbForWilderness.ca)



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