



a run with a view!



MERCY HEALTH

Seawayrun & expo

6.24.2017



Lake Michigan
HALF MARATHON

Join us for the premiere healthy family event
along the West Michigan Lakeshore -
a Muskegon tradition!

5K Community Walk · 5K · 15K · Lake Michigan Half Marathon
Healthy Lifestyle Expo

Get 10% of your
workforce to participate
and become a
Health Leader
with recognition
at the finish line!
Run - Walk - Volunteer

3 Reasons that your organization should be involved:

1. Healthy employees = a healthy bottom line.
2. Community Involvement.
3. Team Building Opportunity.

3 Ways that your organization can get involved:

1. Encourage employees to run, walk or volunteer through incentives and promotion of the event.
2. Host a Spirit Station - it's fun!
3. Become a Sponsor - great community exposure!



We make it easy to get involved with an Employer Checklist of ideas and tips (see back),
plus a poster to encourage employees to participate!

Contact Lisa Sabourin to get connected! 231-759-0916, lisasabourin@eawm.net

The Mercy Health Seaway Run is a premier health and wellness event from:

www.seawayrun.com



Seaway Run and Lake Michigan Half Marathon Employer Checklist

TWO KEY CONCEPTS TO HELP REACH YOUR GOAL:

- ✓ Employees may participate at 4 levels - chip timed Half Marathon, 15K, 5K, or the untimed 5K Community Fun Walk.
- ✓ When an employee's family participates it drives up your numbers. For example if you have 100 employees, your goal is 10 participants... if you get just 3 families of 4 to participate, you have 12 and beat your goal!

HOW TO GET STARTED:

1. Decide if you will offer incentives to employees and possibly their family members for participation. Ideas from other companies are:
 - ✓ Pay all or a portion of the registration fee. Some companies may tier their contributions, i.e. if they get 5% they will pay \$5 of the fee, if they get 10% they will pay \$10 of the fee. If the company will be contributing toward the fee; then you either need to collect money from the employees and submit one company check or reimburse the employees after the race.
 - ✓ Put all participating employees in a drawing to be free or receive a prize(s).
 - ✓ Awards for the best times.
 - ✓ Purchase company logo shirts
2. Choose the best way for your employees to register for the event, online or company sign-up form.
 - ✓ Online will be the easiest to administer if access to the Web is not an issue.
 - ✓ If using a company sign-up form the company may receive a secure web portal or an Excel spreadsheet to enter participants. You will also need to collect a signed registration form from each participant with signed waiver. *Contact Lisa Sabourin to get set up - 231-759-0916 or lisasabourin@eawm.net.*
3. Display posters and provide appropriate sign-up information.
4. Encourage training for participants (visit seawayrun.com/training for resources.) Consider organizing fun preparation events at the workplace. For example, after work walks or runs, or meet to walk the bike trail from the Muskegon YMCA to Pere Marquette and back!
5. Have fun – get creative with your promotion and incentives! Encourage experienced runners/walkers to share stories and tips, pair up with new participants, or lead a group run/walk.



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