

Tuesday, May 11, 2010

OU to sponsor Amazing Michigan Race, benefit Special Olympics

Oakland University has joined forces with the Amazing Michigan Race to help benefit Special Olympics Michigan Inc. (SOMI). As presenting sponsor, Oakland will host a Free Team contest fundraiser on campus in September to generate university support before the event on Sunday, October 17.

The university is working to assembling a team of four fitness-minded students, alumni and faculty members, to band together in teams of four to test their endurance, problem-solving and teamwork.

"We are proud to be a partner in this exciting new initiative, and we are very pleased to support the effort to benefit our community and the good work of Special Olympics," said OU President Gary Russi, who is also a member of the Amazing Michigan Race Honorary Host Committee.

The Rochester area will be the playground for the 10-challenge course in this all-day event. The Royal Park Hotel will serve as the hub, providing accommodations for the pre-race activities and post-race awards celebration, which offers prizes, food and entertainment. Only 200 teams will participate. For online registration and more information, visit AmazingMichiganRace.com.

Supported by more than 20,000 volunteers, SOMI annually provides training and competitions to over 17,000 athletes with intellectual disabilities of all ages through 23 different Olympic type sports. SOMI relies solely on funding from donors and special events.

"SOMI is honored and excited to be the sole benefactor of the inaugural Amazing Michigan Race. The event showcases Michiganders' spirit and tenacity just as our athletes exhibit. We focus on events that bring out the best in our competitors—all in the spirit of fun and accomplishment," explained Lois Arnold, SOMI President and CEO.

The Amazing Michigan Race is being organized by In2itive Marketing & Events, a Michigan-based firm.

"The race offers an exciting alternative to traditional fundraising efforts, and we hope to incorporate as many Michigan vendors, sponsors and retailers as possible to maximize the proceeds for SOMI," said Jill Fraeyman, co-founder.

SUMMARY

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Created by Katherine Land - Deleted (land@oakland.edu) on Tuesday, May 11, 2010
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