



April 20, 2009

Dear Mayors and Managers,

Does your municipality have the *fastest feet* and the *fittest citizens* in the state? Prove it by encouraging as many of your citizens and city employees to participate in The 4th Annual Denver Post Colorado Colfax Marathon and the Municipal Cup.

Kaiser Permanente is excited to have a significant role with the marathon and the Municipal Cup this year. We pursue many of the same goals—the health of our communities, economy, and citizens. In this spirit, we will be infusing exciting elements to encourage participation in the marathon and Municipal Cup this year:

- We encourage all mayors and city employees to use their communications channels to issue a challenge for as many **citizens** in their respective municipalities to participate in the Colorado Colfax Marathon (marathon, half marathon, or relay) and engage in healthy lifestyles. **The top three municipalities** (based on ratio of participants to municipality's population) will be able to **designate a nonprofit, charitable organization to receive a donation from Kaiser Permanente in the municipality's name** (nonprofit organizations receiving donations must be located in the winning municipality, must be providing services that directly address community health needs and must be within Kaiser Permanente's grant guidelines). **The top three municipalities** can also **designate community locations for bike racks that Kaiser Permanente will donate and install** (locations of bike racks must be community venues located in the winning municipality).

1ST PLACE MUNICIPALITY: \$8,000 donated to designated nonprofit + 10 installed bike racks
2ND PLACE MUNICIPALITY: \$4,000 donated to designated nonprofit + 5 installed bike racks
3RD PLACE MUNICIPALITY: \$2,000 donated to designated nonprofit + 3 installed bike racks

- We encourage **city employees** to participate in the Municipal Cup. **The top three municipalities** with the most registered Municipal Cup teams that participate in the relay (based on ratio of participants/teams to municipality's population – any ties will be broken by fastest finish times) can **designate a nonprofit, charitable organization to receive a donation from Kaiser Permanente in the municipality's name** (nonprofit organizations receiving donations must be located in the winning municipality, must be providing services that directly address community health needs and must be within Kaiser Permanente's grant guidelines).

1ST PLACE MUNICIPALITY: \$2,500 donated to designated nonprofit
2ND PLACE MUNICIPALITY: \$1,500 donated to designated nonprofit
3RD PLACE MUNICIPALITY: \$1,000 donated to designated nonprofit

1490 Lafayette Street, Suite 206 Denver, CO 80218
p: 303-770-9600 f: 303-394-2614 www.ColoradoColfaxMarathon.org

- We encourage **city employees** and their teams who participate in the Municipal Cup to train hard and give it your all. In addition to receiving the Municipal Cup trophies, **the top three fastest teams** (as determined by finishing times) in the Municipal Cup (mixed men's and women's teams) can **designate a nonprofit, charitable organization to receive a donation from Kaiser Permanente in the mixed team's name** (nonprofit organizations receiving donations must be located in the winning municipality, must be providing services that directly address community health needs and must be within Kaiser Permanente's grant guidelines).

1ST PLACE MIXED TEAM: \$1,500 donated to designated nonprofit
2ND PLACE MIXED TEAM: \$1,000 donated to designated nonprofit
3RD PLACE MIXED TEAM: \$500 donated to designated nonprofit

Kaiser Permanente wants you to get up, get out, and THRIVE FOR YOUR HEALTH. And in these tough economic times, we want citizens and municipality employees to get up, get out, and run FOR THE HEALTH OF ONE OF YOUR MUNICIPALITY'S NONPROFIT, CHARITABLE ORGANIZATIONS.

Direct your citizens or your teams to register online at www.ColoradoColfaxMarathon.org. If you have questions, please call us at the marathon office, **303-770-9600**. Let's have fun racing "FOR THE HEALTH OF IT."

Sincerely,

Linda Morton, Chairwoman of The Denver Post Colorado Colfax Marathon

Thomas Currigan, Kaiser Permanente Colorado, Director, Community and Local Government Relations