



11|19|17 UCLA CAMPUS
WeRunTheCity.com

Run to Own the City. Run to Support Special Olympics.



INFORMATION GUIDE

ABOUT THE EVENT

We Run the City is a run/walk that supports Special Olympics Southern California athletes. The event, which will be held on the UCLA campus in 2017, features a 10K Run, 5K Run, 5K Walk, a 1/4-mile Kids Run (10 years-old and younger) and a virtual race for those who can't be there. Fans, families, alumni, staff, and students from USC and UCLA, or anyone who just likes to run, compete to add to the UCLA-USC bragging rights. The winner earns more bragging rights and the We Run the City trophy. The fundraiser celebrates the annual UCLA vs. USC football game and takes place at the end of the celebrated Rivalry Week. Each runner/walker must declare their allegiance to Team USC or Team UCLA at the time of registration. Competition is broken into three categories: most donations, most registered runners/walkers, and fastest runners. The team that wins two out of three (or sweeps all three) claims victory. Join us for the sixth annual We Run the City Rivalry Run to benefit Special Olympics Southern California Nov. 19, 2017. To register or for more information visit:

www.WeRunTheCity.com

ABOUT SPECIAL OLYMPICS SOUTHERN CALIFORNIA

Special Olympics Southern California enriches the lives of athletes with intellectual disabilities through sports, health, and leadership programs. Special Olympics helps athletes become more independent, build self-esteem, and live healthier lives. They inspire people to open their hearts and create more accepting and inclusive communities. All Special Olympics programs are free to the athletes and their families. Learn more at www.sosc.org.

PRICING

Kids Run (10 and under):	\$19
Virtual Race	\$40
5K Run/Walk:	
Early Bird (through Aug. 31):	\$35
Fall Pricing (Sept. 1 through Oct. 31):	\$40
First of November (Nov. 1 through Nov. 12):	\$45
Week of Race:	\$50
Day of Race:	\$75
10K Run:	\$65

BENEFITS

- Official We Run the City Dry Fit Shirt

- Finisher Medal presented by an SOSC Athlete
- Pre/Post Race Fan Fest
- Raise more than \$50 and earn more benefits, including a grand prize of a free trip on the Goodyear Blimp

KIDS RACE

The Kids Race will be held the same morning as the run/walk. It will be a 1/4 mile loop around the festival area. The Kids Race is for children 10 and under only. A medal and a special "kids' size" T-shirt included. The Kid's Race is not timed. Group or team discounts are available. Contact Luke Farnell at lfarnell@sosc.org for details.

VIRTUAL RACE

Can't make it out to LA on race day? Race with us virtually, and you will receive your shirt and medal the week of the race. As a Virtual Participant you must enter your race time online. An on-line form to submit your time and race photo will be available between Saturday, Nov. 11 at 12 a.m. and Sunday, Nov. 26 at 11:59 p.m.!

OUTSIDE THE RACE

- FANFEST: Relax with family, friends and fellow runners/walkers at our Fan Fest from 7 a.m. - 12 p.m. This fun zone will set the tone for the event and include food, beverages, music, entertainment and a free photo booth.
- UNIFIED FLAG FOOTBALL GAME: Adding to the rivalry will be the Unified Flag Football Game. Unified teams composed of students from USC and UCLA along with Special Olympics athletes will compete in a flag football game. Coaching each team will be former players from both USC and UCLA.
- VIP ZONE: An exclusive area that will feature special sponsor tables, special giveaway opportunities, and an opportunity to meet the celebrity coaches from the flag football game. In addition, the VIP zone includes event-day parking. Contact Luke Farnell at lfarnell@sosc.org for details.

OTHER INFORMATION

Only service dogs will be allowed on the course... Strollers are permitted, however, they will begin the race at the back of the crowd... Once an Entry fee is accepted, it is NON-REFUNDABLE and NON-TRANSFERABLE. No exceptions. You may not give or sell your number to anyone else.

SAMPLE SOCIAL MEDIA POSTS - DISCOUNT

- LA's biggest collegiate rivalry faces off on November 19 in the #WeRunTheCity5K, a run/walk that puts USC and UCLA fans head-to-head and supports Special Olympics Southern California. Register at www.werunthecity.com.
- UCLA & USC fans unite on Nov. 19 for the #WeRunTheCity5K benefiting @SOSoCal. Register today at WeRunTheCity.com.

SAMPLE SOCIAL MEDIA POSTS - GENERAL

- LA's biggest collegiate rivalry faces off on Nov. 19 in the #WeRunTheCity5K, a run/walk that puts #USC and #UCLA fans head-to-head. Pledge your allegiance to your team and register at WeRunTheCity.com.
- Calling all Trojans and Bruins fans! Show your school pride at the #WeRunTheCity5K on Nov. 19. Be part of the rivalry run uniting fans for some fun competition in support Special Olympics Southern California. Pledge your allegiance at WeRunTheCity.com.
- USC and UCLA fans are facing off at the #WeRunTheCity5K on Nov. 19. Register to help your school claim victory at WeRunTheCity.com.
- Fans of USC and UCLA come together to face off for a cause on Nov. 19 with the #WeRunTheCity5K, a family-friendly run/walk that puts LA's biggest rivalry on the starting line to support Special Olympics Southern California. Register at WeRunTheCity.com.

SAMPLE SOCIAL MEDIA POSTS – USC

- If you bleed cardinal and gold, lace up your running shoes and pledge for #USC at the #WeRunTheCity, a rivalry run on Nov. 19 that puts you in the middle of the #USCvUCLA rivalry. Register at WeRunTheCity.com.
- Hey @USCTrojan fans, help finish #RivalryWeek right by running in the #WeRunTheCity, a rivalry run on Nov. 19 that raises funds for @SOSoCal. Join today at WeRunTheCity.com.

SAMPLE SOCIAL MEDIA POSTS – UCLA

- If you bleed blue and gold, lace up your running shoes and pledge for UCLA at the #WeRunTheCity5K, a rivalry run that puts UCLA and USC fans head-to-head on Nov. 19. Register at WeRunTheCity.com.
- Hey @UCLABruins. Get your 8-clap ready and your running shoes on and finish #RivalryWeek with the #WeRunTheCity5K. Run against the Trojans and put your mark on this fierce rivalry while raising funds for a good cause - @SOSoCal. Join at: WeRunTheCity.com.

SAMPLE SOCIAL MEDIA POSTS - SPONSOR

- [Company Name] is a proud sponsor of the #WeRunTheCity5K benefiting @SOSoCal. Join us on Nov. 19 and support more than 28,000 Special Olympics athletes by registering at: WeRunTheCity.com.
- We're supporting @SOSoCal at the #WeRunTheCity5K on Nov. 19 where fans of #USCvUCLA will compete for bragging rights. We'll be sporting our [Trojan cardinal and gold / Bruin blue and gold], will you? WeRunTheCity.com.
- Who's ready to put [UCLA/USC] in the spotlight to raise money for a great cause? We're supporting @SOSoCal at the annual #WeRunTheCity5K on Nov. 19. Join us and register at www.werunthecity.com.

SAMPLE MEDIA DISCRIPTION

SHORT FORM: We Run the City 5K/10K is a run/walk that supports Special Olympics Southern California athletes. The fundraiser event celebrates the annual UCLA vs. USC football game and comes at the end of the annual Rivalry Week. Each runner/walker must declare their allegiance to Team USC or Team UCLA and the teams that compete for most donations, most registered runners/walkers, and fastest runners. To register, visit: WeRunTheCity.com

WE RUN THE CITY 5K/10K

Sunday • Nov. 19 • UCLA Campus

- 5K/10K Run/Walk, Kids Run, Virtual Race benefiting Special Olympics Southern California Athletes
- Event Shirts & Finisher Medal
- Pre/Post Race Fan Fest
- Fundraising incentives
- Unified Flag Football Game featuring former USC and UCLA players as guest coaches
- Exclusive VIP Area that includes race-day parking

More Details:

www.WeRunTheCity.com

SOCIAL BASICS



Facebook

[SpecialOlympics.socal](https://www.facebook.com/SpecialOlympics.socal)



Twitter

[@SOSoCal](https://twitter.com/SOSoCal)



Instagram

[@SOSoCal](https://www.instagram.com/SOSoCal)

HASHTAGS TO USE: (in order of use preference)

#WeAreSOSC

*Special Olympics Southern California
Main hashtag*

#WeRunTheCity5k

Main event hashtag

#SpecialOlympics

Special Olympics main hashtag

#FightOn

#GoBruins

Primary hashtag for institutions competitions

#LoveUSC

#UCLA Optimist

Main hashtag for specific University

PARTNERS TO TAG

USC-University:

Facebook.com/USC

Twitter: @USC

Instagram: @USCedu

USC-Athletics:

Facebook.com/USCTrojans

Twitter: @USCAthletics

Instagram: @usc_athletics

UCLA-University:

Facebook.com/UCLABruins

Twitter: @UCLA

Instagram: @UCLA

UCLA-Athletics:

Facebook.com/UCLAathletics

Twitter: @UCLAathletics

Instagram: @UCLAathletics