



13th Annual
**Step
UP for
Down
Syndrome™**
5K & Family Festival

**Saturday,
Oct. 5, 2019**

Acca Shrine Center

1712 Bellevue Avenue,
Richmond, VA 23227

5K Run/Advocacy Walk starts at 9:00AM
Free Family Festival • 9:00AM – 1:00PM
Rain or Shine



**DOWN SYNDROME
ASSOCIATION
OF GREATER RICHMOND**
www.dsagr.org



EVENT INFO

The Step UP for Down Syndrome 5K & Family Festival features a 5K run/walk through Richmond's Bryan Park and a free family festival that celebrates the many abilities and accomplishments of individuals with Down syndrome throughout the Greater Richmond, Charlottesville, Williamsburg, Harrisonburg & Central Virginia region.

ATTENDANCE 1,600+

AUDIENCE 25-65 years of age with their children and extended family members from throughout Central Virginia and beyond

ACTIVITIES 5K run & advocacy walk through Bryan Park to raise awareness and funds for the Down Syndrome Association of Greater Richmond; free family festival featuring live music, performances by local Down syndrome participants, return of the Team Village, food from Café 21, games, crafts, pumpkin patch, exhibitors & lots of family fun!

MARKETING/ADVERTISING OPPORTUNITIES

TELEVISION Comcast Spotlight (Comcast, Verizon & Direct TV) • FOX Richmond

RADIO Mix 98.1

DIGITAL/SOCIAL Digital Billboard Advertising • Richmond Family Magazine e-Newsletter • MacaroniKid.com • knowdifferent.com • dsagr.org • Event e-Newsletters • Facebook • Twitter • Event Flyer

PRINT Richmond Magazine • OurHealth Richmond Magazine • Richmond Family Magazine • OurHealth Charlottesville & Shenandoah Valley Magazine • Richmond Magazine's R•Home • Henrico Citizen • Richmond Free Press • REACH Magazine • Charlottesville Family Bloom Magazine • The Health Journal –Williamsburg • Posters • Event Program

OTHER Display Space at event • T-Shirts • Signage • Race Bibs • Mascot • Public Recognition on Stage • Networking

**For questions or additional opportunities, please contact:
Nancy Nietman, Director of Development and Events at Events@dsagr.org or (804) 270-5616**