



MEDIA ADVISORY

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2020 Briggs & Al's Run & Walk for Children's Wisconsin goes virtual ***New event format engages in family fun from home to support Children's Wisconsin initiatives***

MILWAUKEE, Aug. 13, 2020 – With safety for all in mind, the 43rd Briggs & Al's Run & Walk to support Children's Wisconsin is going virtual. Participants are invited to join in virtual family fun now through Sept. 14 with a series of exciting and engaging challenges while helping to raise critical funds for Children's Wisconsin.

The 2020 Briggs & Al's Run & Walk virtual event allows participants from anywhere to form teams, engage in family-friendly activities and earn prizes for fundraising. In addition, runners can access a training program provided by Badgerland Striders to train for and complete an 8K independently.

Participants will receive weekly challenges every Monday in August that allow families to engage safely from home. Each week, different segments of activities will be launched in the ATC Family Fun Zone on the Briggs & Al's Run & Walk website with the themes of: Let's Move, Get Creative, Be Mindful and Help Us Help Kids. All of the activities can be accessed through the end of the virtual event.

Some highlights of the challenges include:

- A unique ballet session with Michael and Marlayna of the Milwaukee Ballet
- A yoga class with Children's Wisconsin employee, Lizzie Conrath PT, DPT, PCS
- "Love is an Open Door" sing along with beloved movie characters
- Health and nutrition downloads from the Children's Wisconsin sports medicine team and the Badgerland Striders
- Creative downloads including coloring sheets for kids and families
- Sidewalk activity challenges
- Mindfulness activities with the Children's chaplain team
- Recruitment and fundraising challenges

Registration is \$10 for general participants. Runners who want to participate in the 8K training program and fun run can register for \$30. "Children's Champs" – kids who are or have been Children's Wisconsin patients, including primary care locations – can register for free. Registration is open throughout the month of August and families can join at any time.

"Children's Wisconsin was founded by volunteers 125 years ago and our supporters and event participants continue to be the backbone of the organization today," said Meg Brzyski Nelson, president of Children's Wisconsin Foundation. "As we all work together to keep our community safe during COVID-19, we are excited to bring people together virtually to celebrate the 43rd annual Briggs & Al's Run & Walk and raise money to support our mission. We need the community to help us serve every child and family who needs us now more than ever. We are incredibly grateful for the many dedicated community partners, including our title sponsor of 26 years Briggs & Stratton, who have helped us raise more than \$22 million for Wisconsin's kids."

Since 1977, Briggs & Al's Run & Walk has brought thousands of people together to run, walk and fundraise in support of the top-tier care for kids that Children's Wisconsin provides locally, regionally and nationally. It's one of the longest-running fundraising events in Wisconsin, raising more than \$1 million annually. The event showcases the steadfast support of generous individuals, grateful families and businesses.

Last year, more than 11,000 people participated in Briggs & Al's Run & Walk raising nearly \$1 million for Children's Wisconsin through gifts and pledges. One hundred percent of the event's proceeds support Children's Wisconsin's research, advocacy, care and education efforts throughout the state.

For more information about Briggs & Al's Run & Walk and to register, visit alsrun.com.