



## Adopt - A – Block – Sunday, May 19, 2019

**Adopt-A-Block started in 2013.** Adopt-A-Block is a volunteer opportunity for local charities, clubs and businesses to get involved with the Colfax Marathon on race day. The Colfax Marathon has over 20,000 athletes, running in 7 races covering over 39 miles through Aurora, Denver and Lakewood.

**What is Adopt-A-Block?** Good question. Adopt-A-Block is how it sounds. Organizations may support an entire block along the Colfax Marathon or Half Marathon courses. This is a fun, and great way to have your organization included on race day. All the while, reaching out, encouraging and motivating runners, who are most likely your friends, colleagues, neighbors, patrons running to reach their goals.

**What do we do?** Host a block-party! Colfax will work with you on fun themes and ideas if you like: movie themes, music era themes or bands, cowboys, clowns (if that's how your group rolls), storm troopers, hula dancers, ParrotHeads, etc. Dress up, play music, have motivational signs (include your organization in the signs - let the runners know who you are - this is a fun win-win for all). Just have fun; everyone has seen a good station.

**How do we get started?** Commit to having a core group for the block. Find 6-12 volunteers for race day. Have fun creating a really cool theme. Once you have an idea or two and a group that can commit, reach out to [wally@runcolfax.org](mailto:wally@runcolfax.org) and enquire about available locations.

**Are there Rules?** Very few, but here are most:

- Block owners should set their block up a half-hour before the first runner and stay until the last runner passes. In most cases, the runners at the end are the runners that will appreciate your efforts the most.
- Do not hand out liquids or food to the athletes. They've trained hard and we do not want to upset their bellies. A snack here or there may be ok: pretzel, trail mix, etc. but not necessary.
- Be respectful of the businesses and private residences in the area - not too loud and appropriate behavior is encouraged.
- Don't hand out your organization's materials during the event. Signs with web addresses and logos are fine.

**What will Colfax do for us?** Colfax will add participating organizations to our Adopt-A-Block website in April. We can also provide a link to your organization. Provide a logo and fun paragraph telling web browsers about your group, and why you are adopting a block.

For more information email: [wally@runcolfax.org](mailto:wally@runcolfax.org)