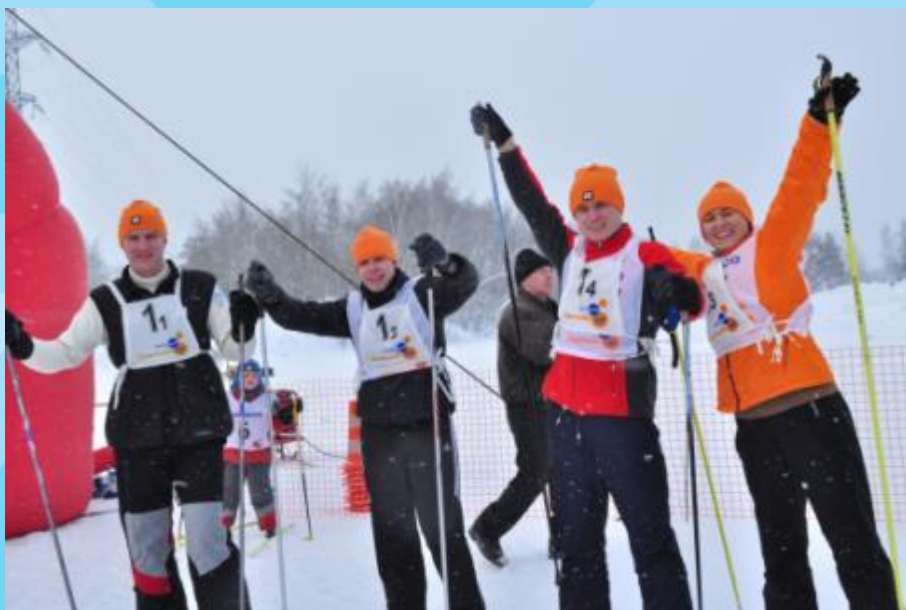




RUSSIAN CHALLENGE 2012

charitable multirace for corporate teams



Skiing stadium, Krasnogorsk, 11 February 2012

Downside Up Charitable Fund



СПОРТВОБЛАГО

Goals:

- to raise funds for early intervention programmes for children with Down syndrome;
- to demonstrate the potential of children with Down syndrome;
- To change Russian stereotypes about Down syndrome.

Skiing stadium, Krasnogorsk
11 February 2012 г.





RESULTS 2004-2011

- 4 280 500 rubles raised
- 746 participants
- 70 partner companies
- Support for hundreds of children with Down syndrome

Skiing stadium, Krasnogorsk
11 February 2012

Excellent venue

Skiing stadium, Krasnogorsk



One of the best skiing stadiums in Moscow/ Moscow Region

- Professional ski runs
- Heated change rooms for participants
- Seats for fans
- The area with uphill and slopes



We invite companies to participate

You may participate in one league or in both:

- *Multirace*
- *Skiing relay*



We promise lots of fun!

Leagues

	Multirace	Skiing relay
Who?	<i>A team of 8 people</i>	<i>A team of 4 people</i>
What?	<ul style="list-style-type: none"> • a snowy obstacle course • tests for precision, quickness, and dexterity • terrain orientation • unforgettable experience 	<ul style="list-style-type: none"> • free style • 4 x 500 m • each team member can choose a 2,5, 5, or 10 km relay race
How much?	A team's charitable contribution – 140,000 rubles	A team's charitable contribution – 100,000 rubles



**The company participating in both leagues
donates **140 000 rubles****

Corporate team's participation in any league



- Company logo at a starting area
- Company logo on the awards podium
- Souvenirs for all participants and prizes for winners
- Company name in the press-release and post-release
- 2 blocks of ads by announcer and an additional block for a company- winner of relay race or multirace
- Reference to the company's website at c www.downsideup.org during year 2012
- A Thank You letter in Downside Up electronic Express News in March 2012
- Photo and media reports following the event
- Company name in "We are Grateful to" section of Downside Up website

What companies gain from partnership with Downside Up

- Great teambuilding
- Pride for the company
- Employees' loyalty build-up
- New friends and partners



Skiing stadium, Krasnogorsk
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Informational support of Charity Sports projects in 2004- 2011:

- The First Channel
- TV Channel Russia
- TV Sport Moscow
- TVTs
- The Moscow Times
- Izvestiya
- INSIDERS Communication Group
and many other media.



Skiing stadium, Krasnogorsk
11 February 2012



We invite cheerleading squads!

What's in store:

- Traditional winter games
- Our brand name porridge, hot tea
- Entertainment programme for children and adults
- Happy moods and lots of fun

*To make sure we have enough porridge and tea for everyone, donations from fans and supporters **in the amount of 200 rubles** will be greatly appreciated.*

Multirace - a family fun event!!!



We invite moms, dads and kids to share fun with us!

We'll be delighted to see young skiers and fans!

In the programme:

- Children 500 и 1000 m races (for children aged 6-14);
- Traditional winter games
- Our brand name porridge, hot tea



Children with Down syndrome in Russia

- About 2500 children with Down syndrome are born in Russia annually.
- 80% of parents give their children up to state institutions because of the outdated belief that they are unable to learn and develop.



All the money raised will go for:

- Family visiting service; individual and group learning sessions; pre-school learning sessions; psychological support for parents; publication of methodological literature
- Support for 2886 families in Moscow and 83 Russian regions

All Downside Up programmes are free!



**PepsiCo was the winner In 2011!
Who will win the 2012 Cup?**



**Skiing stadium, Krasnogorsk
11 February 2012**

Join us!


СПОРТВОБЛАГО



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