MARQUETTE UNIVERSITY
INDIVIDUAL REGISTRATION
PACKET

Brigg’s & Al’s Run & Walk
for Children’s Hospital
Saturday, September 16, 2006

Al’s Run registration is due by noon on Wednesday,
September 6, 2006 in AMU 245!
INDIVIDUAL REGISTRATION AT A GLANCE

By registering as an individual you are becoming part of the greater Marquette team. Thank you for joining the Marquette Team!

5 EASY STEPS TO REGISTER

1. COMPLETE REGISTRATION FORMS
One registration form must be filled in completely, including T-shirt size. Photocopy registration form and share with co-workers, family and friends. To form your own team (25 member minimum), pick up a blue TEAM registration packet for instructions and registrations in AMU 245.

2. COLLECT PLEDGES! Help Marquette reach our 2006 goal of raising $10,000 for Children’s Hospital of Wisconsin!
In 2005, only 20% of event participants raised pledges. Please remember, registration fees only cover the cost of producing this event in which over 17,000 people participate. In last year’s event, out of every $18 paid for registration, only $0.29 was left after event costs to benefit Children’s Hospital of Wisconsin. We encourage you to get creative to raise funds – every little bit helps. Ask your friends, family, and co-workers to sponsor you. Ask your employer if they offer matching programs for charity fundraising. Instead of buying that soda or coffee every day, a couple days a week, put that money into a jar for Children’s Hospital, have a garage sale, sponsor a car wash, or find your own creative way to raise funds. Remember – it’s all about the kids!

Check out the incentives offered by Children’s Hospital of Wisconsin for funds raised.

CREATE A PLEDGE RAISING WEBSITE!
To aid in your fundraising efforts, Children’s Hospital of Wisconsin has partnered with Firstgiving.com to make it even easier for you to raise pledges. Creating an on-line fundraising page is easy and literally takes only a couple minutes. Visit http://www.firstgiving.com/alstrun and follow the step-by-step instructions to create your own personal pledge-raising web page.

3. SUBMIT REGISTRATION FORMS AND FEES
Fees are $16 for Marquette Students, $18 for Non-Students (Adults), and $8 for children ages 12 and younger. Check, cash or Marquette Cash will be accepted for Marquette participants who register by Wednesday, September 6, 2006. NOTE: In order for Marquette Cash to be accepted, we must have a current Marquette ID with the appropriate balance on it to pay for registration. Marquette ID numbers will NOT be accepted as forms of payment. Fees for DAY OF REGISTRATION are $22 for Marquette Students and Non-Students (Adults) and $10 for children ages 12 and younger. Marquette Cash will not be accepted as a form of payment after September 6, or on the day of the event.

All checks should be made payable to:
Brigg’s & Al’s Run & Walk

4. REGISTRATION FORM DROP-OFF
Entry fees and registration forms are due by noon on Wednesday, September 6th. Keep fundraising until the event date, as the pledges raised can be submitted on the day of the event.
Drop-off locations:
- Alumni Memorial Union, Room 245 Monday – Friday 8:00 AM - 5:30 PM
- Information Center, AMU 2nd Floor Sunday 9:00 AM - 11:45 PM
- Monday – Friday 7:00 AM - 11:45 PM
- Saturday 7:00 AM - 11:45 PM
5. **RACE PACKET PICK-UP**
   After you have submitted your complete registration (with form and fee), you will receive a race packet with a T-shirt and Strider’s Guide. You will be notified by phone or email when your race packets arrive; typically this occurs some time in the week prior to AI’s Run. Race packets may be picked up in AMU, Room 245. Race packets not picked up prior to the event date will be available for pick-up Saturday, September 16th beginning at 7:00AM in the 2nd floor of the AMU.

**REMINDERS**

*One registration form and entry fee per person is required.*
*Deadline for registration is noon Wednesday, September 6, 2006.*
*Marquette Cash, check, or cash. No credit cards please.*

**YOU RUN, YOU WALK, THE KIDS WIN!**

**PLEDGE CHALLENGE**

In the spirit of giving, the late Marquette University basketball coach Al McGuire founded this event in 1978. That spirit lives today in our generous sponsors and pledge raisers who continue to make a difference each and every year. In fact, over the past 26 years, together we have raised more than $6 million for Children’s Hospital. Your pledges and those of your team members help provide desperately needed medical care for kids like the Children’s Champions featured throughout the Team Captain’s Guide.

We invite you to participate in raising pledges this year. Your pledges and gifts are vitally important. They save children’s lives.

**After all, it’s all about the kids.**

Entry fees cover participation costs only. It is the money pledged through the event that helps Children’s Hospital of Wisconsin provide state-of-the-art medical care, conduct pediatric medical research, provide professional and community education on issues related to children’s health and advocate on behalf of the children. **One hundred percent of pledges raised go directly to the hospital!**
www.firstgiving.com/alsrun

Just 3 easy steps...

1. **Create your page.** It's easy to do and requires no technical skills. By following step-by-step instructions you can personalize your Web page with your own pictures, text, page name, fundraising goal and URL.

2. **E-mail your family, friends and colleagues for support.** They can donate quickly and securely on your page using a credit or debit card from anywhere in the world.

3. **Sit back and relax.** No more chasing checks; funds are transferred automatically to the foundation’s bank account so the money you raise starts making a difference right away.

**To Begin:**

- Go to www.firstgiving.com/alsrun
- Click “CREATE YOUR PAGE”
- Enter your e-mail address and select “I am new to this site” then click “continue”.
- Enter your personal information and click “continue”.
- If you are participating as part of a team, scroll down to your team name and click “select”. If you cannot find your team name enter it in the box to the right and click “continue”. If you are not participating as part of a team, select “No – I’m raising funds on my own and not as part of a team”.

- **Personalize your page:**
  - Title, web address (ex: www.firstgiving.com/PFP/[your title])
  - The bold part of the address is your personalized Web address and should be a memorable, short Web address that you will forward to family, friends and colleagues.
  - Add your own picture or choose from the stock images. Then, choose a Fundraising Target amount; next, write a personal message for your Web page and “Thank You” e-mail that is sent to those who make a donation to your fundraising page. Click “continue”.
  - If you are satisfied with your page, click “I am happy with my changes”.
  - E-mail your page to family, friends and colleagues for their support!

You will receive an e-mail confirming the creation of your page. E-mail your page’s link (www.firstgiving.com/PFP/[your title]) to friends, family and colleagues, then sit back and relax while you make a difference for the kids at Children’s Hospital of Wisconsin!

**NEED HELP?** Please contact Maggie Berwind-Dart [Maggie.Berwind@justgiving.com] at (781) 863.6166 with any questions regarding creating your personalized pledge page.
2006 Briggs & Al’s Run & Walk for Children’s Hospital
$600,000 Pledge Challenge

Pledge to make a difference.

Take the Pledge Challenge to raise $600,000! Do your part by raising $100 or more in pledges. To make your pledge-raising quick and easy, visit www.firstgiving.com/alsrun. Just $100 is all it takes for you to begin earning pledge awards. See the back of this form for more information. To qualify for awards, you must turn in your pledges at the Pledge Tent near the start line of the run and walk before the start of the race the day of the event. Prizes will be awarded based on the amount of pledges turned in at that time. Increase your contribution. Ask about your company’s matching funds program and enclose the necessary forms.

Name ___________________________ E-mail ___________________________
Address __________________________ City __________ State ______ ZIP ______
Runner/walker No. ___________ Team name ___________________________ □ As an added gift, I waive my pledge award.
Children’s Hospital of Wisconsin program I’d like to support (optional) ___________________________

My personal gift $______

Name ___________________________ E-mail (optional) ___________________________
Pledge $______
Address __________________________ City __________ State ______ ZIP ______
Name ___________________________ E-mail (optional) ___________________________
Pledge $______
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Address __________________________ City __________ State ______ ZIP ______
Name ___________________________ E-mail (optional) ___________________________
Pledge $______
Address __________________________ City __________ State ______ ZIP ______

Please make checks payable to
Briggs & Al’s Run & Walk.
Subtotal (amount enclosed from this pledge sheet) $__________
Grand total (amount enclosed from all pledge sheets) $__________

OFFICE USE ONLY. DO NOT WRITE IN THE BOX BELOW.

Amount $______________ Verified __________ Received __________ Cash Receipt No. ___________ T
Meet Sydney Claire Smith. Sydney first came to Children's Hospital of Wisconsin at six months of age when she was diagnosed with congenital glaucoma. Two surgeries halted the damage to her eyesight and she returns several times a year for exams under anesthesia to monitor her condition. In March of 2005, Sydney was admitted to the Pediatric Intensive Care Unit in cardiogenic shock. A severe septic infection caused her kidneys and liver to shut down and her heart to stop twice. She spent more than two weeks on dialysis and five days on a specialized heart bypass machine. Today, Sydney's smile and laughter light up the room. Her family is so grateful for the amazing care and support they have received at Children's Hospital. The pioneering work done every day at Children's Hospital saved Sydney's sight and her life.

Sydney is just one of the children who together make more than 310,000 visits to Children's Hospital each year for care only a pediatric hospital can provide. Children's Hospital also works through research, education and advocacy to prevent disease and injury. The money you raise helps make it happen. Please help by raising $100 or more in pledges. Just $100 is all it takes to begin earning pledge awards including:

<table>
<thead>
<tr>
<th>Pledge Amount</th>
<th>Award Description</th>
</tr>
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<tbody>
<tr>
<td>1st place pledge raiser</td>
<td>Round-trip tickets for two to any Midwest Airlines destination.</td>
</tr>
<tr>
<td>2nd place pledge raiser</td>
<td>Romantic weekend for two at The Pfister Hotel in Milwaukee. Includes a $150 gift certificate for the hotel's new restaurant.</td>
</tr>
<tr>
<td>3rd place pledge raiser</td>
<td>$350 Boston Store gift certificate.</td>
</tr>
<tr>
<td>Raise $2,500 or more</td>
<td>Door County Eagle Harbor Inn weekend escape for two plus a track jacket.</td>
</tr>
<tr>
<td>Raise $1,550-$2,499.99</td>
<td>$75 Boston Store gift certificate plus a track jacket.</td>
</tr>
<tr>
<td>Raise $1,000-$1,549.99</td>
<td>$50 Boston Store gift certificate plus a track jacket.</td>
</tr>
<tr>
<td>Raise $750-$999.99</td>
<td>$25 Boston Store gift certificate plus a track jacket.</td>
</tr>
<tr>
<td>Raise $550-$749.99</td>
<td>A track jacket plus two Marcus Theater movie passes.</td>
</tr>
<tr>
<td>Raise $325-$549.99</td>
<td>Full-zip, lightweight fleece track jacket.</td>
</tr>
<tr>
<td>Raise $200-$324.99</td>
<td>Long-sleeved T-shirt.</td>
</tr>
<tr>
<td>Raise $100-$199.99</td>
<td>Two Noodles &amp; Company gift cards.</td>
</tr>
</tbody>
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To be eligible for your gift, pledges must be turned in at the pledge tent the day of the event, Sept. 15, 2006. Some restrictions apply. Prizes may not be redeemed for cash and are not cumulative. We reserve the right to substitute prizes or gift certificates of greater or equal value. Prizes are awarded based on total dollars turned in the day of the event.
VOLUNTEER OPPORTUNITIES

As in years past, over 150 Marquette University students, faculty, staff and friends are needed to make this year's event a huge success. Contact Ali Myszewski for more information. Opportunities include: Set-up Crew, Children's Champion Breakfast, Register Participants, Day-Of Registration, Information/Traffic Movers, Warm-Up Drop Off, Warm-Up Pick Up, and Sentries.

Ali Myszewski, Alumni Memorial Union Assistant Director,
Brigg's and Al's Run Volunteer Coordinator
ali.myszewski@marquette.edu
414-288-3129

Linda Lee, Alumni Memorial Union Coordinator of Administrative Services,
Brigg's and Al's Run Individual & Team Registration Coordinator
linda.lee@marquette.edu
414-288-0628

Annette Conrad, Alumni Memorial Union Associate Director,
Brigg's and Al's Run Committee Chair
annette.conrad@marquette.edu
414-288-7202
Saturday, Sept. 16, 2006
Wheelchair participants start at 10:15 a.m.
Runners start at 10:30 a.m.
Walkers start following runners.

Pledging
Your registration fee covers only the costs for you to participate in the run and walk. If you want to make a difference for patients at Children’s Hospital of Wisconsin, raise at least $100 in pledges. **One hundred percent of your gifts and pledges benefits Children’s Hospital.** Gifts of $100 or more qualify to earn pledge prizes. Some restrictions apply. See pledge information page for details (Page 10).

**Pledge raising is easy, effective and fun**
Participants can create their own personal pledge-raising Web pages – it’s easy, effective and fun!

You may designate the pledges you collect to support the medical, education, advocacy or research efforts of your choice.

**Why we run and walk**
Your pledges and gifts help provide cutting-edge medical services that save children’s lives. Each year, children like those featured in this publication make more than 310,000 visits to Children’s Hospital.

Children’s Hospital offers Wisconsin’s only Level 1 pediatric trauma center, the state’s most advanced Neonatal Intensive Care Units and premier programs for congenital heart defects and heart disease, bone marrow transplantation, pain management and other standard-setting specialties.

The staff at Children’s Hospital deliver the best pediatric care in a warm and caring environment, serving children from throughout Wisconsin, Michigan’s Upper Peninsula, northern Illinois and beyond.

**Start line**
The location of the start line will change this year, due to construction. As the event nears, refer to the Web site (www.alsrun.com) for this information.

**Finish Line Celebration**
The Finish Line Celebration at Maier Festival Park features food, beverages, children’s play area and live entertainment at the Briggs & Stratton Big Backyard stage. Don’t forget to check out the Health & Fitness Fair featuring products from dozens of vendors and sponsors.

**Route**
Runners and wheelchair participants: 8K. Walkers: 5 miles or 3 miles.

**Parking and shuttle service**
Free parking is available outside Maier Festival Park. Free shuttle service is available from the festival park south gate to the start line. See the Strider’s Guide that will accompany your race packet for shuttle hours and parking maps.

**Team portraits**
Team portraits by Empire Photography will be available at Maier Festival Park following the event.
