



Introduction

Suffer Better is pleased to announce that we are working with Jared Campbell to put on the Colorado version of his successful Running Up for Air event. Launched by Jared in Salt Lake City to both draw attention to and raise money for improving Salt Lake's poor winter air quality, RUFA's CO version is intended to do the same thing. Our air here in the Mile High City during the colder months can be, as you know if you live here, horrific. Regular inversions hold the poor air over the city like a foul-smelling, nasty-tasting blanket. The consequences for everyone, including athletes, can be harsh.

We will be hosting the inaugural Colorado Edition of Running Up for Air on a parcel of private land near Evergreen, CO. Runners can sign up to run for 3, 6 or 12 hours, repeating laps up to Granite Peak and back down. Participants are asked to get pledges for their laps, the proceeds going to Conservation CO, a local 501c3 organization, to support their good work and advocacy on behalf of cleaner air. We will also be donating 10% of our proceeds from the event to Jared's chosen nonprofit in Salt Lake, Breathe Utah, which also focuses its good work on clean air.

Event Details

Date: Saturday, March 31, 2018

Time: 7 am - 7 pm (Runners sign up to run for 3, 6 or 12 hours, repeating laps).

Location: Evergreen, CO

Registration: <http://bit.ly/RUFA-CO>

Facebook: <http://bit.ly/FB-RUFACO>

Sponsors: SkratchLabs, Berkeley Park Running Company, Tik Tok Ink, UpSlope Brewing, HokaOneOne

For additional info: peter@sufferbetter.com