**UFAA Virtual Gator Run 10K – Marketing Email # 2**

**Audience:** Current UFAA Members/Nonmembers **Date:** 11/20/2017

**Subject:** REGISTER NOW! UFAA Virtual 10K & Half-Marathon **Pre-Header:** Earn Your Feast.

[First Name here],

Did you know the average American will consume more than 4,500 calories on Thursday? There is no better time to register for the UFAA Virtual Gator Run 10K & Half-Marathon!

Whether you're a seasoned runner or a beginner ready to take the first step, this is a great opportunity to gather friends and family together for a great cause – supporting The Gator Nation®. The proceeds will directly support the Florida Cicerones, UF’s official student ambassadors!

<http://connect.ufalumni.ufl.edu/events/event-description?CalendarEventKey=f4cab8b7-dd91-41ac-832f-f32429676de1&EventTypeKey=&Home=/events/calendar>

**Register Today**

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**Completion Timeframe**

Before January 28, 2018

**Location**

You choose the course that’s right for you!

**Cost**

$25.00UFAA Member

* *(Includes medal and T-shirt)*

$60 Membership Combo

* *($40 Annual Membership and includes Virtual Gator Run medal and T-Shirt)*

**Runner Information:**

* This is a member only event. Non-members must purchase the Membership Combo option in order to participate.
* All participants will receive a performance **Virtual Gator Run 10K & Half Marathon T-Shirt**. T-shirts are the same for each distance. Shirts will be mailed after your registration is processed.
* All participants will receive a custom bib number via email with a race number and their name.
* All runners will receive a **Virtual Gator Run 10K & Half Marathon medal**. Medals are the same for each distance. Medals will be mailed after your registration is processed.
* Participants can complete their distance in any intervals or pace they wish.
* Each participant will track his or her own distance. Completion is based on the honor system.
* Participants can track time and distance using [The Gator Nation® App](https://connect.ufalumni.ufl.edu/membership/the-gator-nation-app). Various leaderboards will be posted on the mobile app so runners can track their progress with other Gators based on distance.

**About the Florida Cicerone Endowment**

Proceeds from The Virtual Gator Run 10K & Half Marathon directly support the Florida Cicerones, including the training and development of its members. The funds will help sustain Cicerones' long-established role as campus tour guides and presidential hosts of the University of Florida. It will also support the development and impact of Florida Cicerones as outstanding students who are committed members of the organization and thoughtful University citizens.

Go Gators!

The UF Alumni Association