

A fun weekend full of events, all for a great cause!

## Charity

Sean's Run Weekend raises money to support: 1) Grants to schools and youth-serving groups across the region to implement programs that combat underage drinking, impaired driving and lax use of seatbelts by teens and, 2) Scholarships to deserving students from the capital region. Since the first Sean's Run in 2002, thanks to the generosity of sponsors, donors and participants, we have given away \$195,506.

## In Memory of

Sean Patrick French, the 17-year old Chatham HS junior and record setting runner, killed on January 1, 2002 as a passenger in an under-age drunk driving car crash, for whom Sean's Law is named.



## Special Victim Dedication

Sean's Run Weekend is dedicated to the memory of Christopher F. Stewart, 17, who was tragically killed on December 1, 2012. He was driving home on the Northway, obeying all the laws, when suddenly, without warning, another vehicle collided with his car. The driver of the other car was intoxicated, high on marijuana, speeding and texting. "Stewz", as he is known to his classmates and friends at Shenendehowa High School, will always be remembered.



To register for the run visit  
[www.seansrun.com](http://www.seansrun.com)

# Sean's Run Weekend

Chatham, NY—April 23 & 24

## Official Event Guide

The Region's Premier Springtime Ride And Run Events  
Voted 'Best Spring Time Event' in the 2015 Best of Columbia County Awards

Publication Date: April 21, 2016

This full-glossy magazine, used by the events organizers as the Official Event Guide to the weekend, is distributed both at the event, and inserted into the Register-Star, Daily Mail, and Chatham Courier on April 21.

The guide features a schedule of events, history of the weekend, scholarship winners, and articles aimed at creating awareness of the underage drinking and driving epidemic.

Associate your business with this beloved community event and support its mission with a promotional placement in the Event Guide.

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| Full Page Glossy - Back Cover (7.25"x9.75")   | \$1,575 |
| Full Page Glossy - Inside Cover (7.25"x9.75") | \$1,350 |
| Full Page Glossy (7.25"x9.75")                | \$890   |
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Associate your business with this beloved community event.

**Ad Deadline: March 18, 2016**

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