



The National AgriMarketing Association Iowa Chapter is proud to introduce the **Cold Run for Warm Meals**, a 2.5 mile run/walk benefitting WesleyLife Meals on Wheels. Food insecurity is a challenge that affects an incredible amount of Iowans —an astounding one in five of our state’s children do not have enough to eat. We ask that you join us to stand against hunger in Iowa by participating in the **Cold Run for Warm Meals**.

**When**

Friday, March 20, 2015

- 4:00 – 6:00 – Race registration and packet pickup at Confluence Brewing Company

Saturday, March 21, 2015

- 8:00 – 9:00 – Race day registration and late-packet pickup at Gray’s Lake SW entrance (2100 Fleur Drive)
- 9:00 – Confluence opens for non-runners/walkers
- 9:20 – Race lineup
- 9:30 – Race start
- 10:00 – After-party begins at Confluence Brewery
- 10:30 – Awards and honors begin at Confluence Brewery
- 11:00 – Race course closes

**Where**

*Cold Run for Warm Meals* will kick off at Gray’s Lake in Des Moines, Iowa, and conclude at Confluence Brewing, located at 1235 Thomas Beck Road, Des Moines, Iowa for the after-party.

**Race Fee**

\$25.00 – Prior to February 28

\$35.00 – March 1 – March 21

Your race fee will provide entry into the race, a t-shirt, one beer at Confluence during the after-party and post-race snacks. All registration proceeds will benefit WesleyLife Meals on Wheels.

**Race Registration**

Visit [www.runsignup.com/coldrunforwarmmeals](http://www.runsignup.com/coldrunforwarmmeals) to register for the 2.5 mile race.

**Show Your Support**

We encourage and would sincerely appreciate you sharing information via your company’s newsletters, internal communications and social media sites. We have ready-to-supply content for each of these needs if desired, available by emailing Katie Lovan at [katiel@2rm.com](mailto:katiel@2rm.com).

**About WesleyLife Meals on Wheels**

Every day, WesleyLife Meals on Wheels drivers deliver approximately 900 warm, nutritious meals to older persons throughout Greater Des Moines. This vital program increases a client’s change of remaining independent and healthy in their own homes. It also provides peace of mind to their loved ones.

Support the WesleyLife Meals on Wheels program by visiting [www.wesleylife.org/giving](http://www.wesleylife.org/giving).

**About National AgriMarketing Association (NAMA)**

NAMA is the nation’s largest association of for professionals in marketing and agribusiness, with a dedication to helping provide ongoing education, industry connections and leadership development.

**In 2011, 76,305 older Iowans struggled with hunger. With 48,351 receiving help through home-delivered meals, 27,954 were left in need**

**In 2013, WesleyLife Meals on Wheels delivered 228,001 meals to 1,652 older persons**

**On average, every week one person is found by a driver who has fallen or needs immediate medical attention**

**Clients are never turned away for inability to pay and 85 percent of meals are provided to clients at low or no cost**