



CALGARY CORPORATE CHALLENGE

WHERE WORK COMES TO PLAY

September 11 – 26, 2009

Each September, over 20,000 employees, managers, and volunteers from over 180+ companies throughout Calgary's business community participate in an Olympic-style event called the **Calgary Corporate Challenge (CCC)**. For two and a half weeks, participants take part in a wide array of sporting and special events in the evenings and on the weekends. There is an event in here for everyone in a company, regardless of their athletic ability. Teams come in team t-shirts, costumes and some even have mascots who get in on the fun!

Sporting Events:

**subject to change*

- Basketball
- Beach Dodgeball (New)
- Bocce
- Cribbage
- Curling
- Darts
- Foosball
- Horseshoes
- Laser Tag
- Mini-Golf (New)
- Mountain Bike
- Scavenger Hunt
- Softball
- Soccer
- Trivia
- Tug-o-War
- Ultimate Frisbee
- Urban Orienteering
- Volleyball
- 8-Ball
- 10K Run

Special Events:

- Adopt-An-Athlete
- CEO Challenge
- Kick-Off Pep Rally
- Big Bike Challenge
- Closing Ceremonies
- Spirit Contest
- Blood Donor Challenge
- Family Day
- Torch Relay
- CCC Idol / Midway Party
- Game Board

The Benefits of Corporate Challenge

- The CCC Games encourages a fun, active lifestyle for all its participants, with a wide variety of events targeting the corporate population as a whole – not just the athletic elite.
- For under \$10/employee participating in the CCC Games is a very cost effective Human Resources tool.
- Promotes interaction of co-workers and enhances employee/ employer relations.
- Builds morale & instils corporate pride.
- Encourages companies to get involved in the community as the Games raise the profile, exposure and contributions to several Calgary charities.
- Showcases the company's commitment to teambuilding and volunteerism.
- **The CCC Games are fun for everyone!!**

Our Mission

Our mission is to promote positive teamwork, health, and fitness to corporate Calgary while increasing morale and esteem within each organization. Corporate Challenge provides exciting, healthy activities for employees in the spirit of fun and friendly competition. Although participants receive medals, plaques and trophies, the true reward of Corporate Challenge is the team building, company pride, and spirit displayed by participants and volunteers. In addition to the morale boost within companies, a number of local charities benefit to the tune of over \$700,000 annually, via several special events held during the Games.

Community Involvement

**2008 Charity Results*

The Heart and Stroke Foundation

Big Bike Challenge

\$602,000 dollars raised

Teams collected pledges then gathered to climb on board the 30-seater Big Bike all in support of the Heart and Stroke Foundation.

Canadian Blood Services

Blood Donor Challenge

7,607 participants visited the blood donor clinics

CCC asked for your blood, sweat and tears! Through this event, companies rolled up their sleeves and donated enough blood to help save or improve up to 20,000 lives!

Calgary Inter-Faith Food Bank

Scavenger Hunt

1,260 pounds of food

Every year the Food Bank runs low on key items such as peanut butter, baby food and high protein foods, so CCC helped out and donated enough food to help feed over 544 families of four!

KidSport Calgary

Adopt-An-Athlete

Over \$56,500 raised for kids

For only \$250, companies Adopted-An-Athlete and put a kid in sport. This money will go to cover costs like registration fees and equipment needs for children who otherwise couldn't afford to participate in their sport.

The Mustard Seed

Back to Work Packs

157 Back Packs donated

CCC gave a hand up to people in need by providing them with a backpack full of useful items like transit passes, work gloves, travel mugs and note books for their new job.

Calgary Corporate Challenge is a unique organization where people get involved and start contributing; and almost without realizing it they become part of an event that has the power to change and improve our community!

Since 2000, Calgary Corporate Challenge has helped raise over \$3.7 million dollars!!



Impact on Corporate Calgary

CCC is a cost effective Human Resources tool.

With Alberta's jobless rate reaching record breaking lows, many employers are looking for new and effective ways to entice and maintain their workforce. For **under \$10/employee**, companies can receive all of the benefits that Calgary Corporate Challenge brings for a fraction of the price of company retreats and teambuilding exercises.

CCC promotes interaction of co-workers.

Organizing and preparing a team for participation in CCC requires employees to meet and interact with each other. The degree of communication involved can break down the barriers that tend to exist in organizations.

CCC builds morale and instils corporate pride.

The corporate pride demonstrated by participants and volunteers is overwhelming. Hundreds of participants and volunteers have reported how much of a positive impact Calgary Corporate Challenge has on morale within their organizations.

Health and Wellness Benefits

The Games ignite the competitive spirit of Calgarians, but the focus is more on getting involved and trying something new. With the wide spectrum of events, participants have the opportunity to try a new sport in a safe environment. Many reports have indicated that having a healthy and active workforce is not only good for the employees, but also for business, productivity and employee retention. Participation in a Corporate Challenge event may even lead to a lifelong commitment to health, fitness and exercise.

The activity doesn't start and stop with the Games. Many companies hold practices, tryouts and clinics in the months leading up to the Games. The CCC Games Office works with various sport associations and venues to help facilitate these training opportunities. These partnerships help the teams get in shape for the Games while also drawing attention to the different sports and sporting facilities in Calgary.

Individual Benefits

The CCC Games are filled with stories of personal growth and success. One of the Primary Volunteers who CCC introduced to Race Walking in the Games several years ago went on to win two Race Walking gold medals in the 2005 World Masters Games in Edmonton. Another man was coerced into running the 10K run for his company; and as a result he quit smoking, started a training regime and is now an active marathon runner. One lady reported that her career was fast tracked thanks to her involvement as the Company Coordinator within her organization. The contacts she made and the skills she cultivated impressed her boss, who gave her a promotion!

The Calgary Corporate Challenge Games are not about who wins; it's about getting involved and having a great time. In fact, the response most often heard at an event is "Who cares how we place, we are having so much fun!"

The 2009 Calgary Corporate Challenge Games are brought to you by:



Get in on the FUN!!



- Showing Spirit at the Kick-Off Pep Rally



- Carrying the Torch throughout the streets of Calgary



- Hundreds of Runners taking part in the 10K



- Team Building at Foosball



- Hoping for a Home Run at Softball



- Facing off against a Semi-Trailer in the Tug-O-War

For More Information Contact:



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