



# CALGARY CORPORATE CHALLENGE

## WHERE WORK COMES TO PLAY

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### 2012 Games: September 7 – 22

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:

- Badminton
- Basketball
- Bocce
- Cribbage
- Curling
- Darts
- Foosball
- Horseshoes
- Laser Tag
- Mini-Golf
- Mountain Bike
- Scavenger Hunt
- Soccer
- Softball
- Trivia
- Truck Pull
- Ultimate Frisbee
- Urban Orienteering
- Volleyball
- 8-Ball
- 10K Run

#### Special Events:

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

*\*events are subject to change*

## The Benefits of Corporate Challenge

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- The CCC Games encourage a fun, active, lifestyle for all participants, by offering a wide variety of events targeting the corporate population as a whole – not just the athletic elite.
- At a cost of less than, \$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 and instils corporate pride.
- Encourages companies to get involved in the community and contribute to several Calgary charities.
- Showcases the company's commitment to teambuilding and volunteerism.
- **The CCC Games are fun for everyone!!**

# Our Mission

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**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 \$500,000 annually, via several special events held during the Games.

## Community Involvement

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*\*2011 Charity Results*

### **The Heart and Stroke Foundation**

#### **Big Bike Challenge**

**Over \$525,000 dollars raised**

Teams collected pledges then gathered to climb on board the 29-seater Big Bike all in support of heart and stroke research and awareness.

### **Canadian Blood Services**

#### **Blood Donor Challenge**

**7,026 participants visited the blood donor clinics**

**834 new donors gave blood, plasma or platelets**

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 21,078 lives!

### **Calgary Food Bank**

#### **Scavenger Hunt Food Donations**

**Over 9,150 pounds of food**

Every year the Food Bank runs low on key items such as peanut butter, baby food and high protein foods.

### **KidSport Calgary**

#### **Adopt-An-Athlete**

**Over \$59,000 raised for kids**

For only \$300, companies Adopted-An-Athlete and put a child from a low income family in sports by covering costs like registration fees and equipment.

### **The Mustard Seed**

#### **Scavenger Hunt Care Packages**

**180+ care packages donated**

CCC gave a hand up to people in need by providing them new back to work pack and packages of men's socks and underwear.

*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 \$5.3 million dollars!!**



## ***Impact on Corporate Calgary***

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### **CCC is a cost effective Human Resources tool**

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 aid in breaking 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 had on morale within their organizations.

## ***Health and Wellness Benefits***

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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***

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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 multiple Race Walking medals at the 2005 and 2009 World Masters Games. 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 2011 Calgary Corporate Challenge Games were brought to you by:



# Get in on the FUN!!

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- Teams pulling with all their might in the Truck Pull



- Lining Up a LOOOOONG put in Mini- Golf



- Flying high at Basketball



- Belting out the tunes at CCC Idol



- Bowling for the big leagues in Bocce



## For More Information Contact:

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