



An exciting and mission-centric event for Keep Virginia Beautiful to increase programs that support litter prevention, community outreach, education, recycling and beautification for Richmond and the Commonwealth of Virginia.

**Saturday, February 24, 2018**

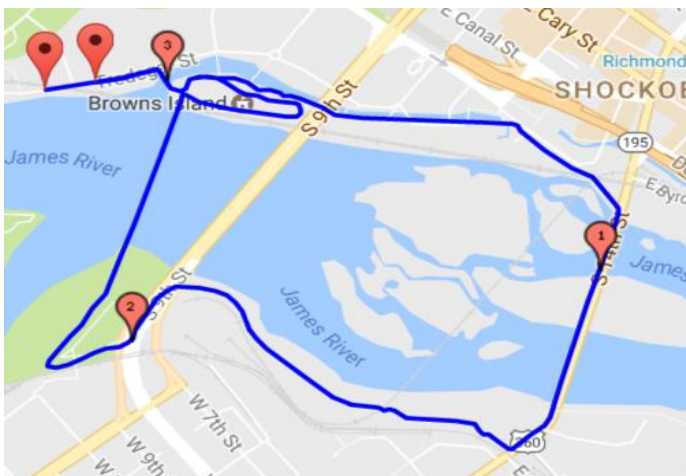
**Community Clean-Up (10:00 AM):**

Shiver in the River will start with a cleanup along the banks of the James River, in the RVA community as well as possible self-directed cleanups in your neighborhoods. The cleanups are a positive hands-on educational opportunity for the RVA community as a whole, and not only for those participating in the 5K or the River Jump, but for their families and friends who are supporting them at the event. At this time of year the low vegetation growth leaves trash and recyclables clearly visible. It is easy to see the effects of litter on the river's animals and foliage, and how our efforts can create a clean and a beautiful Virginia. Starting at Historic Tredegar, groups will be mobilized to pick up litter and recyclables in the surrounding areas. We will provide you locations when you check in at the event. As a cleanup participant, you can take advantage of the fun and warm incentives by starting your fundraising today! We will do a group picture at 11:30 with all our bags of trash and recyclables.

**The 5K Walk/Run (12:00 PM)**

Enjoy the beauty of Virginia and the James River with a bit of exercise. Our 5K Walk/Run allows you to challenge yourself with an energetic run, or simply take in the scenery with a pleasant walk. It is \$30 for adults to register until January 31st, or \$15 for children ages 5-12 when accompanied by adult. When you create a fundraising page, your registration fee counts toward participation in the James River Jump and your individual incentive awards by setting up a fundraising page. 5K participants receive a short sleeve t-shirt \* and a complimentary beverage ticket as part of registration (\* Shirts are only guaranteed if you register online by the 22<sup>nd</sup>). See Shiver website for a downloadable fan favorite Route Map.

5K pricing is \$35 after February 1, and then \$40 on Friday and Saturday, the 23<sup>rd</sup> and 24<sup>th</sup> once on-line registrations cut off. Kids 5 to 12 are \$15.



### **The James River Jump (2:00 PM)**

The last part of Shiver in the River is the James River Jump. This fundraising Jump will take place along the chilly banks of the James right by Historic Tredegar. Wearing fun, crazy costumes is highly encouraged! If you're registering as a team, be sure to stay together, so you can go in all at once. The jump will engage and educate Virginians about their impact on the environment and how important their participation is to the sustainability of our organization's programs. **You must raise a minimum of \$75 to participate in the James River Jump** to earn the commemorative long sleeve t-shirt. Raise more and earn great incentive items.

### **Winter Festival (11:00 - 4:00 PM):**

Pre and Post James River Jump, the event hosts a celebratory festival to thank sponsors, participants and volunteers who participate in the event. The winter festival will include heated tents, food and beverage vendors, live music, and a fun environmental atmosphere.

Live entertainment schedule:

11 am Strummer

12:30 Tin Can Fish Band

2:15 MOZO

Food trucks will be on site for food purchase:

Firehouse BBQ

The Grapevine

Goatocado

Expresso A Go Go

Beer Selection through Loveland Distributing:

Stone IPA

VA Beer Co Wrenish Rye

VA Beer Co Saving Daylight

Stone Tangerine Express

Miller Lite

Blue Moon

Deschutes Black Butte Porter

Soda and water from Pepsi will be available for purchase.

A Water Tank will be on-site; bring you water bottle

### **How to Get Involved:**

Register today! <https://www.firstgiving.com/66165/shiver-in-the-river-2018>

You must register to participate in the Community Clean-Up, the 5K or the James River Jump. Form a team or sign up as an individual. Get your friends, family and coworkers involved!

**Pre-registration/Package Pick Up:** Register or pick up your earned incentives on Friday February 23<sup>rd</sup> from 4 – 7 PM to beat the rush at the event site, Historic Tredegar at 500 Tredegar Street, Richmond 23219 or starting at 9:30 AM the day of the event at Tredegar.

### **What to bring with you:**

Community Cleanup - Gloves, warm clothes, and sturdy shoes that you wouldn't mind getting dirty. We will provide water, bags and grabbers.

5K Walk/Run - Comfortable tennis shoes, warm layers. Strollers for young children are permitted but there are stairs.

James River Jump - Bathing suit, towel, change of clothes and shoes. Two **Changing Tents** will be located on site as you exit the river; one for women and one for men.

### **Fundraising:**

Fundraise and stay extra warm by earning fun incentives! All participants who make the important decision to clean up around the James, walk or run in the 5K, or take the jump have the opportunity to raise funds in the weeks leading up to event. All jumpers and cleanup participants can set up a personal fundraising page after registering that will allow them to send emails and use social media to direct people to their page for online donations and check on the status of their fundraising goal.

### **Individual Incentives for Fund Raising:**

\$75 raised = Commemorative long sleeve T-shirt

\$200 raised = + Large plush towel

\$400 raised = + Embroidered beanie or head band

\$600 raised = + Cozy blanket

### **Tips To Raise \$75 Or More:**

- If you haven't already done so, **set up your personal fundraising page**. Whether you've signed up as an individual or on a team, you need to take the extra step to set up your own personal fundraising page. Make a \$25 donation to yourself. **Lead by example** and make your pledge first.
- Send an email to everyone you know asking them to join you first and then for support! **Tell your story**. The more you talk about your upcoming adventure, the more people will share in that excitement and want to support you. Ask for them to support your venture and the mission of KVB, **to engage and unite Virginians to improve our natural and scenic environment**.
- Ask one person each day to support you with \$20. Once you're over \$75 and raised enough for a Shiver in the River **long sleeve t-shirt**, keep going to earn the Shiver towel, the Beanie or Headband or the blanket!
- **Create a challenge for the Jump**. Tell people you'll get your feet wet if you raise \$75, for \$150 you'll go in to your waist, for \$200 you'll get wet to your chest and for \$250 you'll go all the way in!
- Matching Gift: **Ask your company** to match the amount of pledges you receive. Before you know it, you've doubled your fundraising. Many companies do this, and we can help by confirming your donations. Just let us know.

Bonus! Your name will be entered into a drawing to **win a \$100 gift card** by signing up to participate in all three -- the Community Cleanup, the 5K, and the James River Jump.

If mailing in a check, please make it payable to KVB and send to P.O. Box 73503, Richmond, VA 23235. Put Shiver in the River in the memo line, along with your name or the name of the person to receive credit for the donation.

**Rules:**

Individuals, businesses, and families with children of all ages are welcome to register for the cleanup. Children ages 5-12 years old and accompanied by an adult can participate in the 5K walk/run at a reduced registration cost. You must be 13 to participate in the James River Jump. Parents must sign a waiver for minors (anyone 17 and under) during the registration process.

Participation in the James River Jump does not mean you have to get completely wet, but you have the option to go in all the way. As long as you enter the River up to your ankles, you have participated. **You must wear shoes. No diving.**

Consumption of alcoholic beverages is not recommended for those participating in the James River Jump. **Beer will begin being served at 12:00 PM at the Winter Festival.** Each 5K or James River Jump fundraising participant 21 years of age and older will receive one complimentary adult beverage with minors receiving a soda or water.

You must raise a minimum of \$75 to participate in the James River Jump portion of Shiver in the River.

There is no fundraising minimum to participate in the Community Cleanup or the 5K, but we encourage you to take advantage of earning the fun and warm incentives by starting your fundraising today! Remember, you only have to raise the \$40 difference needed to take the James River Jump if you register for the 5K also.

**Winter Festival:**

Numerous food trucks will be on site for food purchase.

Soda, water and beer will be available for purchase.

Water Tank will be on-site; bring you water bottle

**Parking:**

Street parking is available on a first come, first served basis.

Parking is available in the Federal Reserve lot on Bragg Street for \$5

**Street Closures:**

Tredegar Street will be closed to traffic from 11:45 am until 1:15 pm.

**Contact Information:** [shiver@keepvirginiabeautiful.org](mailto:shiver@keepvirginiabeautiful.org), 804-562-8283