

Cupid's Undie Run

To Benefit: **Children's Tumor Foundation**

ABOUT CUPID'S:

Cupid's Undie Run is a national fundraising event benefitting the **Children's Tumor Foundation**. The event is a combination of pre-race party, a 1(ish) mile undie run, and a return to the party.

Begun in Washinton DC, Cupid's has raised more than \$100,000 for research, featured more than 60,000 unique visitors, and more than 1,000 scantily clad runners. This year with our expansion to New York, Atlanta, Seattle, Denver, and Cincinnati we expect those numbers to grow exponentially.

THE CONCEPT & POTENTIAL:

Cupid's Undie Run offers a unique opportunity for foundation and sponsors alike. Clearly, the notion of public exposure is a dangerous one, however, our strategic marketing and focus on the funds create what we call a 'safe-sexy' environment. Risque in nature, but good at heart, and something our partners seem to agree with.

FEATURED IN:



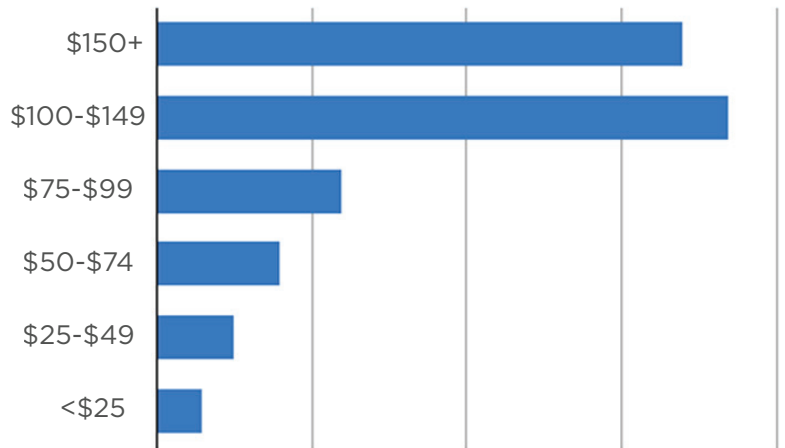
"We love, love, love this event and we definitely want to be involved next year!"
- Mix107 DC

"BEST EVENT OF THE YEAR!"
- DCist.com

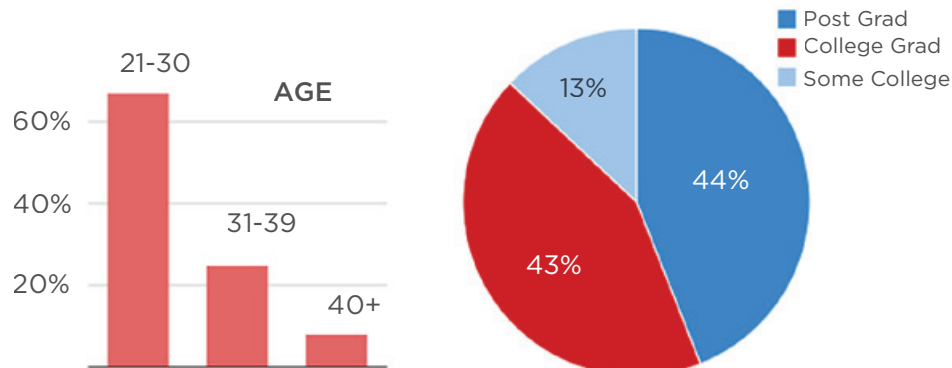
"Where do we sign for 2013?"
- Balance Gym



HOUSEHOLD INCOME



EDUCATION





Cupid's Undie Run sponsors

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