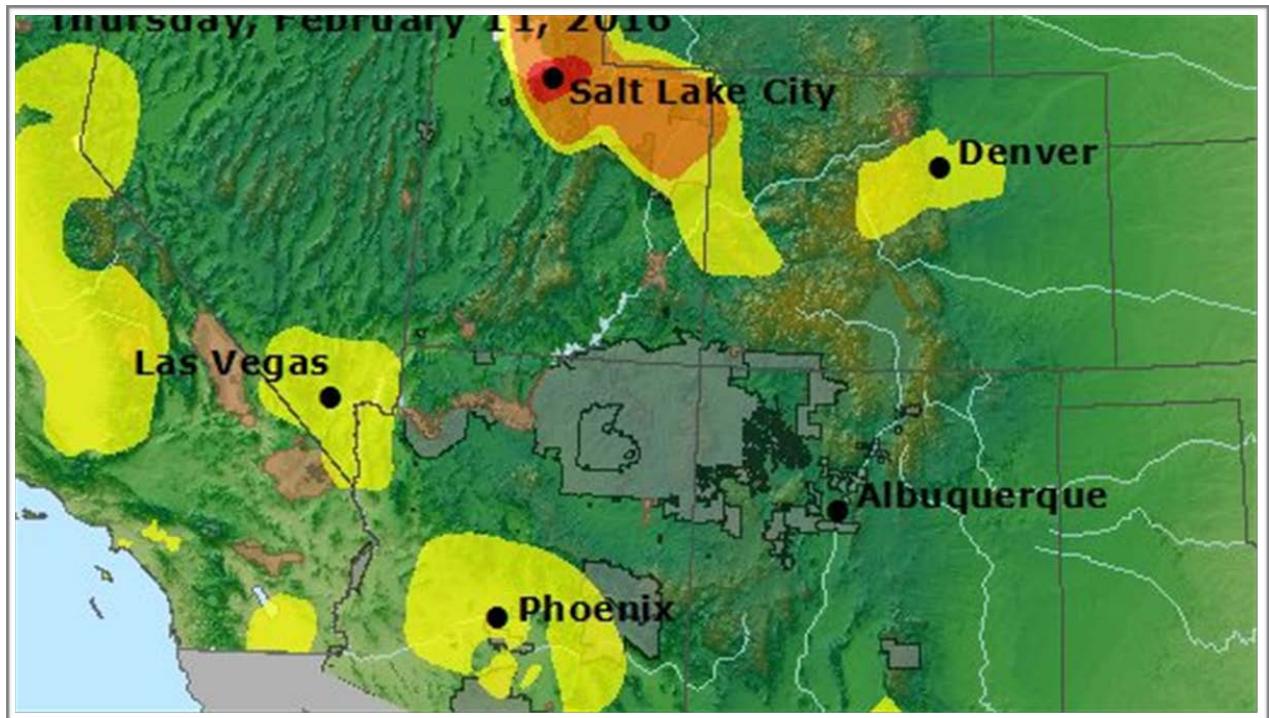


# Running Up For Air (RUFA)

An Endurance Challenge for Athletes - An Awareness Challenge to Improve Our Air



*Standard Examiner, 2016 "Northern Utah cities have nation's worst air pollution for second straight day"*

---

**Running up for Air (RUFA)** is an endurance mountain challenge that was created to raise money in support of the fight for improved air quality along the Wasatch Front. In winter months ascending Grandeur Peak often means starting in smoggy, cold, polluted air and climbing up to surprisingly warmer clean air above. It is a bitter-sweet feeling to sit on the 8,299' summit and look down at a glowing cloud of smog below and realize you must eventually go back down.

RUFA was born out of passion for the Wasatch Mountains, love of living in Salt Lake City, and desire for our families and friends to enjoy an improved quality of life. In the winters of 2012 through unofficial gathering of challenged themselves on awareness and funds for year brought a new with local Forest Service permitted event that can awareness. Our care and rewarded with a five-year permit starting with 2017's run.



2015, RUFA took place as an friends who quietly Grandeur Peak while raising Breathe Utah's work. Last chapter as we worked closely members to create a formal be publicized for greater careful planning were

## ***“Utahns have experienced air quality challenges since the 1800s.”***

**Breathe Utah** is an educational resource and advocacy group founded in 2010 which works to ensure healthier air.

Breathe works with policy makers in a collaborative manner and offers constructive, credible guidance.

The people at Breathe help generate change by evaluating and advocating for reasonable, science-based, practical solutions that can be implemented by individuals, business practices, regulation, and policy. Our organization educates future generations about the sources of air pollution and how they can protect themselves. By doing this they grow up able to make informed decisions in their behavior, purchases, and voting.



Nearly 10,000 K-12 students have experienced our Air Aware program. Air Aware engages students and teachers in lessons, experiments, assemblies, and discussions about air quality science and policy.

Science-tied air quality curriculum is being developed and brought to middle school science teachers so that classes throughout affected areas in Utah will have access to air quality literacy.

We continue to inform the broader community through a variety of social media channels and published opinion columns. Breathe Utah newsletters and social media offer Utah citizens access to up-to-date information on scientific studies, local and state policy efforts and other air quality news.

Staff and board members participate in over 100 stakeholder meetings annually, keeping Breathe Utah actively engaged in statewide, regional and local air quality decision-making processes;

Volunteers, staff, advisors and board contribute over 10,000 volunteer hours each year to Breathe Utah's education outreach and policy efforts. Donations are heavily leveraged by in-kind work.

Utahns have experienced air quality challenges since the 1800s. Poor air impacts our health, our economy, and our community. Although our predecessors have done a great deal to improve our air quality, we understand more each year about how gravely polluted air affects our health. Much still remains to be done, and air quality challenges are complex. Breathe Utah is committed to helping Utah understand and embrace its unique geographic burden. The responsibility and power to preserve its unique splendor lies with us all.

# Please support RUFA athletes and Breathe Utah's work by becoming an event sponsor.

## RUFA SPONSORSHIP LEVELS

---

### Nebo: \$5000

**Impact:** Enables Breathe Utah to bring its Air Aware program to 40 classrooms. Your 2017 Sponsorship will be acknowledged on Breathe Utah Publications.

- Student take-home materials
- Air Quality 101 pamphlet
- Primary 2017 RUFA Sponsor
- Acknowledgement at starting line and in event shuttles
- Inclusion on sponsorship page of event program and promotions
- One year residency on Breathe Utah's Supporter Page
- Sponsorship acknowledged in all Breathe Utah email communications for 1 year

---

### Timpanagos: \$3000

**Impact:** Enables Breathe Utah to bring Weekly Legislative Updates, summarizing and providing careful analysis of bills that directly or indirectly affect air emissions.

- Sponsorship acknowledged on Breathe Utah's 2017 Weekly Legislative Updates
- 2017 RUFA Sponsor
- Acknowledgement at starting line and in event shuttles
- Inclusion on sponsorship page of event program and promotions
- One year residency on Breathe Utah's Supporter Page

---

### Pfeifferhorn: \$1000

**Impact:** Enables Breathe Utah to provide two student intern stipends, giving a leadership education in the air quality field while supporting essential operations.

- Acknowledgement at starting line and in event shuttles
- Inclusion on sponsorship page of event program and promotions
- One year residency on Breathe Utah's Supporter Page