



Dear Hustle Climbers:

Thank you for participating in Hustle up the Hancock!

Welcome to all of our first-time climbers, and a special welcome back to all of our returning climbers. Since 1998, Hustle up the Hancock participants have raised almost \$7 million toward the fight against lung disease. Wow!

With your help we are supporting local lung disease research at several area hospitals, including Northwestern University, University of Chicago, and University of Illinois-Chicago. We are teaching children in Chicago's inner city neighborhoods how to manage their asthma. And, through our COPD (chronic obstructive pulmonary disease) initiative, we are helping people with COPD live productive and healthy lives. For more information regarding our programs, please visit www.lungchicago.org.

Each year, our programs reach thousands of people in metropolitan Chicago affected by lung disease, and our website resources allow us to reach even more! These are the people you are helping through your support of our mission.

The Special Event Team and I wish you good luck and thanks again for climbing. We will see you at the top!

Warmly,

Joel J. Africk
President and Chief Executive Officer

Event Information Document

Thank you once again for your participation in the 13th Annual Hustle Up the Hancock...Chicago's World Class Stair Climb. In order to best prepare you and your team members, please read and share this document prior to event day.

Good luck, and have fun!

EVENT DAY: Sunday, February 28, 2010

CLIMB LOCATION AND COAT CHECK ONLY:

John Hancock Center
875 N. Michigan Avenue (*between Chestnut & Delaware Streets*)
Chicago, Illinois

EXPO AND GEAR CHECK LOCATION:

Hilton Suites Chicago
Lakeshore Ballroom, 3rd Floor (Expo)
Lakeshore Ballroom, 2nd floor (Gear Check)
198 E. Delaware Place (around the block from JHC)
Chicago, Illinois
7:30 a.m. – 3:00 p.m.

EVENT WEBSITE: www.lungchicago.org, click on the Hustle logo

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Visit *Hustle Up the Hancock* website: www.lungchicago.org, click on the Hustle logo

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Pre-Event Information:

RACE PACKET INFORMATION

All climbers receive a race packet, which includes start time (organized in waves), bib number, t-shirt, timing device, goody bag and event information.

TEAMS – As part of the Fleet Feet Sports Team Challenge, all packets will be shipped or delivered to the Team Captain one to two weeks prior to the climb. (Packets will be sent to the address used during the Team Captain's registration.)

Teams: Your goody bags can be picked up on event day at the Expo and Celebration located at the Hilton Suites Chicago. Goody bags will not be shipped with your team box.

INDIVIDUALS – Packets can be picked up at Fleet Feet Sports during the following days and times:

Thursday, February 25, 2010, 12:00PM – 8:00PM

Fleet Feet Sports – Lincoln Square - 4555 N. Lincoln Avenue, Chicago- City of Chicago parking lot just steps south of store.

Friday, February 26, 2010, 12:00PM – 8:00PM

Fleet Feet Sports Chicago – Piper's Alley - 1620 N. Wells, Chicago- Discounted parking available for \$2 for the first hour in the Pipers Alley garage, entrance on North Avenue (with FFS validation)

Saturday, February 27, 2010 10:00AM. – 6:00PM

Fleet Feet Sports Chicago – Piper's Alley - 1620 N. Wells, Chicago- Discounted parking available for \$2 for the first hour in the Pipers Alley garage, entrance on North Avenue (with FFS validation)

Race packets (for those NOT on a team) may be picked up by a fellow climber. He/she must know the correct name spelling & the climb category (Full or Half) of all individuals for whom packets are being picked up.

There is no packet pick-up on event day! Individuals who do not pick up their race packet during the designated Packet Pick-up times will forfeit their climbing spot.

Individual Climbers that are unable to pick up their packets at the designated Packet Pick-up locations can arrange to have their packets mailed. Pre-race packet mailings can be purchased online for a \$7 fee through January 29, 2010.

TRAINING/PREPARATION

Proper training can help you have a more enjoyable climb and avoid injuries during this challenge. Training in a safe, well-ventilated stairwell is ideal. Utilizing a stair master at your gym is another alternative. Pacing yourself during the stair climb is key to successful completion—it is recommended that you **walk** throughout the event at an even pace.

At least two days before the event, drink plenty of water and continue hydrating throughout the climb. Refer to the training tips available on the event website.

WATER PROCEDURE: A water bottle (250 ml) will be provided to each climber at the start and finish line. Additional water is available in the stair well (Full Climb at floor 42 and half climb at floor 72) and at medical stations. You may bring your own water camelback or sport bottle.

APPROPRIATE ATTIRE

It is suggested that you wear comfortable clothing, appropriate for an intense cardio workout. The event t-shirt provided to you may be worn, but it is not required. Proper shoes are essential. Running, walking or cross training shoes are important for a successful climb. Don't forget to display your team pride and spirit! Create a t-shirt for your team!

BIBS

It is required that you securely attach your bib number to the **front** of your shirt with the safety pins provided in your race packet or at the Concourse/Garden Level Solutions Desk. **All climbers must display their bib number during the event.** Your bib number also serves as your entry pass into John Hancock Observatory and post-climb buffet at the Expo and Celebration at the Hilton Suites Chicago.

TIMING DEVICE

D-tags (red) will be the official timer of your climb at Hustle Up the Hancock. The D-tag will be included in your race packet attached to the bib #. The D-tag is easy to attach your shoe and is far lighter and less intrusive than other timing tags and chips. Once the D-tag is attached to your shoe, you will quickly forget that it is even there!

*Participants must use the D-tag that matches the number on his/her bib. D-tags must be worn on each Climber's shoe. No time will be given if the D-tag is not worn correctly. If you need assistance with your D-tag, visit the Solutions Desk on the Concourse/Garden Level of John Hancock Center on event day.

Event Information

THE COURSE

The *Hustle Up the Hancock* begins at 7 a.m. Climbers take off in 8 second intervals creating staggered starts. There are two categories of the climb: the full climb and the half climb. The full and half climbs will be held simultaneously in two separate stairwells. The *Hustle Up the Hancock* is a "D" Tag timed event. Water bottles are provided at the start and finish line. Additional water is available in the stair well (Full Climb at floor 42 and half climb at floor 72) and at the medical stations. You may bring your own water camelback or sport bottle. A volunteer medical crew is onsite at the finish line and throughout the stairwells. The stairwells will be mopped with water one week prior to the event to eliminate dust. No cleaning chemicals are used in the stairwells at any time. At the finish line participants enjoy the sights of the Windy City from John Hancock Observatory on the 94th floor. A post-event Expo and Celebration at the nearby Hilton Suites Chicago Hotel will follow your climb.

John Hancock Center stairwells turn to the left. While climbing, please pass on the right side (outside) only.

PARKING/TRANSPORTATION

Parking costs and transportation are the responsibility of each climber. If you elect to park at John Hancock Center (JHC), the rate is approximately \$25 for 1-3 hours, \$27 for 3-4 hours. As part of security procedures, uniformed JHC staff may check all vehicles entering JHC parking garage. We urge you to obey all instructions given by JHC staff. Please allow extra time for this security check. We suggest leaving your coat and belongings securely in your car.

Valet parking is available at the Hilton Suites Chicago up to 2 hours is \$25 and 2-6 hours is \$33. Alternative parking is also available at Park at 100 East Walton or at the 900 N. Michigan Ave. building. Alternative parking garages are also located east and west of Michigan Ave. on Delaware St.

Visit *Hustle Up the Hancock* website: www.lungchicago.org, click on the Hustle logo

Public transportation is strongly recommended! CTA's #151, 145, 146 bus routes will drop you off directly in front of JHC. Visit www.transitchicago.com, or call 836-7000 (any area code) for CTA travel information.

SECURITY

Note: Please be courteous to all as we are guests in a building containing residences. All security procedures must be followed. Car & bag checks will be done at the parking lot and Gear Check areas. Please refer above to [Parking/Transportation](#) for further details.

To ensure everyone's safety, climbers are not permitted to leave the stairwell unless escorted by JHC security. John Hancock Center security will be stationed approximately every 10 floors to ensure your safety throughout building. They will have radio communication in case of an emergency. As part of Hancock Center security procedures, JHC staff reserves the right to check all bags and cars.

*******GEAR CHECK*******

NEW GEAR CHECK PROCEDURE:

There are two options for participants to check their gear.

John Hancock Center/Concourse Level - Coat Check: Only coats will be accepted at this location. NO EXCEPTIONS. NO BAGS/TOTES/DUFFLES WILL BE ACCEPTED AT THIS LOCATION.

Hilton Suites Chicago/2nd Floor - Gear Check: Items other than coats such as SMALL BAGS can be checked at this location.

Respiratory Health Association of Metropolitan Chicago, John Hancock Center and Hilton Suites Chicago are not responsible for lost or stolen items. Keep valuables at home. Consider locking additional items in your car or give to your family and friends who are not climbing to hold onto for you.

GUEST PASSES

Come and see your favorite climber cross the finish line and reach the top!

Pre-purchase your guest pass in advance at: www.hancockobservatory.com
You'll save money and contribute to RHAMC. Discounted guest passes must be purchased in advance and are valid only on February 28, 2010 from 7am-3pm. For loads of other useful information (including everything from driving directions to events), visit our website www.hancockobservatory.com. Guest passes can be purchased on event day at the regular price.

The Observatory opens at 7:00 a.m. No re-admittance without a new pass. All other discounts and offers are excluded. There is no additional fee for any John Hancock Observatory attractions during Hustle Up the Hancock. Entrance into the Expo and Celebration at the Hilton Suites Chicago is free.

EXPO & CELEBRATION –

Event Day (Sunday, February 28, 2010)

Hilton Suites Chicago
Lakeshore Ballroom, 3rd Floor
198 E. Delaware Place
7:30 a.m. – 3:00 p.m.

Complimentary entrance for all Climbers and Guests

Located around the corner from John Hancock Center, a variety of fun awaits you!

- DJ music from JP Entertainment
- Visit sponsor booths and other exhibits to take advantage of gait analysis provided by Fleet Feet Sports, and much more.
- Refuel post-climb with bagels and other snacks. (Post-climb buffet is available for climbers only.)
- Pick up your team photo or your goody bag and t-shirt.

CLIMBING INSTRUCTIONS

The Full Climb (94 floors) and the Half Climb (52 floors) are conducted simultaneously in two separate stairwells. Climbers are assigned to wave times. 15 minutes prior to your wave start you may get in the starting line. (For example, if your wave time is 8:45AM, at 8:30AM you will be permitted to proceed up the escalator to the starting line and begin to line up. You will start your climb anywhere between 8:45AM and 9:00AM.) **The order in which you get in line is the order in which you will climb.** You are free to arrange yourselves in any order within each wave. Line monitors will assist you. Climbers proceed in 8-second intervals. **Wave times are not flexible.** If you miss your wave time, you will not be able to climb.

Climbing a stairwell multiple times, or going “down the stairs” is prohibited and may lead to removal from this and future climbs. You may run, you may walk, but please don't crawl! Handrails are on the left; pass only on the right. The stairwells turn to the left.

Please remember John Hancock Center is a combination of office, residential, commercial, parking, retail and recreational facilities. If you must exit in case of an emergency or you are unable to complete the climb, please seek security, volunteer or medical staff for assistance to be properly escorted. **Do not exit on any floor without JHC security personnel!**

WATER STATIONS

Each climber will receive a water bottle (250 ml) at the start and finish line. Additional water is available in the stairwell (Full Climb at floor 42 and Half Climb at floor 72) and at medical stations. You may bring your own water supply - camelback or sport bottle.

MEDICAL ASSISTANCE

Medical staff will be on-site for those who may need assistance throughout the event. A medical doctor and medical professionals will also be in John Hancock Observatory (Finish line) and at aid stations.

An ambulance with paramedic staff will also be on site. Any volunteer can assist you and put you in contact with medical personnel. In the stairwells, medical volunteers can be identified by red t-shirts. If you must exit in case of an emergency or you are unable to complete the climb, please seek security, volunteer or medical staff for assistance where you will be properly escorted. **Do not exit on any floor without JHC security personnel!**

RESTROOMS

Restrooms are located on the Concourse/Garden Level BEHIND the Cheesecake Factory and behind the Observatory entrance desk. Facilities are also located in the John Hancock Observatory — men's on the north side, women's on the south side. No restroom facilities are accessible from the stairwells.

TEAM PHOTOS

Each team member receives a team photo. Team photo times will be included in information mailed to the Team Captain. (Photos will be taken before your climb.) See your Team Captain for scheduled photo time and location of where to go to get your photo taken. Photos can be picked up at the Expo and Celebration at the Hilton Suites Chicago **AFTER** you have finished the climb.

INDIVIDUAL PHOTOS

Visit *Hustle Up the Hancock* website: www.lungchicago.org, click on the Hustle logo

“Action” photos will be taken in the stairwells and at the finish line for climbers to purchase through the event website following the event. Photo purchase information will be provided in each goody bag and emailed to each participant.

MERCHANDISE

Along with the t-shirt provided for each participant, special Hustle merchandise is available for purchase at the Expo and Celebration on Event Day (cash or credit card accepted).

Timing & Results

Start Times

Hustle Up the Hancock begins at 7:00AM. The last climber begins his/her climb at approximately 1:30PM.

Climbers are assigned to a "wave" number. Waves begin every 15 minutes and climbers will be allowed to line up 15 minutes prior to their wave's starting times. Climbers are then released into the stairwells in 8-second intervals.

As one of the benefits of forming a team in the Fleet Feet Sports Team Challenge, all team members will be assigned to the same wave regardless of the order in which entries are received. Start times will also be included in the race packet.

*Due to the nature of this event, all participants should arrive 45-60 minutes prior to their designated wave time. **In addition, participants do NOT have to check-in on event day.** Just make sure to pin your bib on your shirt and you are ready to go!

D-tags Timing System

D-tags (red) will be the official timer of your climb at *Hustle Up the Hancock*. The D-tag will be included in your race packets attached to the bib# The D-tag is easy to attach by peeling off and adhering to your shoe and is far lighter and less intrusive than other timing tags and chips. Once the D-tag is attached to your shoe, you will quickly forget that it is even there! You do NOT have to return your D-tag after the event.

Participants must use the D-tag that matches the number on his/her bib. D-tags must be worn on each climber's shoe. No time will be given if the D-tag is not worn correctly.

Results

Unofficial results can be obtained at the Hustle Post-Event Expo and Celebration at Hilton Suites Chicago on event day only. Official results are available Monday, March 1st at www.lungchicago.org/hustle. Results from previous years can be found on www.chicagoaa.com.

Awards and Age Groups

- Full Climb Elite Individual: Awards are given to the top three Elite finishers for each gender.
- Full Climb Open Individual: Awards are given to the top non-elite three finishers for each gender, as well as the top overall male and female finisher per age group.
- Half Climb Individual: Awards are given to the top three finishers for each gender, as well as the top overall male and female finisher per age group.
- Team Challenge Awards: Fastest Team (Full Climb and Half Climb) and Highest Fundraising Team.

Awards will be mailed to the awardee in late April/early May.

Visit *Hustle Up the Hancock* website: www.lungchicago.org, click on the Hustle logo

FUNDRAISING

You can help us reach our goal of raising \$1,300,000 to fight lung disease!

You are encouraged to turn in offline pledges (cash or checks) as soon as you receive them. This will allow us to process them more quickly and send out thank you letters promptly.

Online: Every event participant is encouraged to use our online fundraising tool, Artez. During the online registration process you chose (or were assigned) a username and password to access these tools. Your username was included in your e-mail confirmation of your registration. Artez is a user-friendly tool and a great way to gain support from your friends and family in this event.

Offline: Pledge forms can also be printed off the website for offline fundraising.

By Mail: **Pledges can be mailed (with the exception of cash) to:**

Respiratory Health Association of Metropolitan Chicago
Attn: Hustle Up the Hancock
1440 W. Washington Boulevard
Chicago, IL 60607-1878

In Person: Pledges can be dropped off at the RHAMC office between 8:30am – 4:30pm, Monday through Friday. Pledges will be accepted on event day at the Pledge Turn-In Table in the Concourse Level of the John Hancock Center and at the RHAMC merchandise table at the Expo and Celebration at the Hilton Suites Chicago.

Checks Payable to: Respiratory Health Association of Metropolitan Chicago (RHAMC).

Additional fundraising suggestions and tips are available on the event website.

All donations are tax deductible, and all donors will receive a thank you letter or e-receipt to be used for tax purposes. Additional donor receipts are available by request by contacting our office (hustle@lungchicago.org or (312) 243-2000 ext. 200) or by visiting the pledge turn-in table on event day.

Through your efforts, Respiratory Health Association of Metropolitan Chicago is able to pursue our mission of promoting healthy lungs and fighting lung disease through research, advocacy and education.

You may continue to collect pledges even after event day. For the purposes of calculating incentive prizes, all pledges should be turned in to RHAMC prior to Friday, March 19, 2010.

INCENTIVE PRIZES

All climbers are eligible to earn incentive prizes based on the amount of funds collected. The \$70 pledge minimum paid at the time of registration will be included in fundraising totals.

**Incentive Prizes located on Hustle event website. Stay tuned!
Thank you for all your support of Hustle Up the Hancock and
Respiratory Health Association of Metropolitan Chicago.**

****Every climber receives a finisher medal, event t-shirt, goody bag and more****



"D" Race Timing Tag Instructions



Step 1



Remove shoe tag and directions from bib

Step 2



Separate shoe tag from directions by folding at perf and tearing apart

Step 3



Crease tag on fold lines

Step 4



Insert under lace face down

Step 5



Remove adhesive tab (located on backside of marked black area)

Step 6



Attach adhesive tab to non-adhesive tab

Step 7



Press together firmly forming a "D" shape

Step 8



Position tag number side up