



One in 26 Challenge

October 1 – 26, 2022

Sample Promotional Email

Thank you for helping EPI promote this event! The following copy may be used in emails to family, friends, and coworkers. Please contact Jill Johnson with any questions at jejohnson@epiny.org or (310) 995-6810.

Subject: Walk, Run, or Bike for Epilepsy Awareness

This October, [Empowering People's Independence \(EPI\)](#) will host the [2nd Annual One in 26 Challenge](#), presented by **Integrated Systems**. Participants are challenged to walk, run, bike, or otherwise complete 26 miles in 26 days (October 1 – 26), to raise awareness about epilepsy. The event name highlights the sobering statistic that one in twenty-six people will develop epilepsy at some point in their lives.

The challenge starts with exciting kick-off events at local family farms in Syracuse and Rochester where we will walk the first mile as a group.

- **10/1:** Syracuse Kick-Off event at Abbott Farms in Baldwinsville, NY
- **10/2:** Rochester Kick-Off event at Wickham Farms in Penfield, NY

Participant registration includes an **all-day pass to the farm** at your location and we encourage you to stay and enjoy fantastic fall fun at these two amazing family-friendly locations!

This event can be supported [online](#) in a number of ways:

- [Individual participation](#)
- [Create a team](#)
- [Join a team](#)
- [Donate directly to an individual or team](#)
- [Volunteer](#)
- [Promote the event to your friends and family as well as on social media](#)

This October, please consider supporting this event. Your gift will support EPI's epilepsy programs and services that support more than 7,000 children and adults in Upstate New York.

Thank you for your consideration of this request. Please contact me with any questions.

Sincerely,
You Name