



Dear Fellow Hustle Climbers:

Thank you for participating in Hustle up the Hancock!
Welcome to all of our first-time and our returning climbers (I am a returning climber). Since 1998, Hustle up the Hancock participants have raised more than \$9 million in the local fight against lung disease. Thank you!

Together, we are supporting local lung disease research at Northwestern University, University of Chicago, Rush University, and University of Illinois-Chicago. We are continuing our efforts to teach underserved children in Chicago how to manage their asthma; we are leading a citywide effort to reduce the smoking rate among our most vulnerable populations; and we are helping people with COPD (chronic obstructive pulmonary disease) live productive and healthy lives.

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! For more information regarding our programs, or to explore some of our website resources, please visit www.lungchicago.org.

The Special Events 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 for your participation in the 15th Annual *Hustle Up the Hancock*. Please read the following event information document **BEFORE** event day! If you have any questions, please contact us at hustle@lungchicago.org or (312) 243-2000 x 200.

Hustle Up the Hancock		
Sunday, February 26, 2012 Climb: 7:00 AM – 1:30 PM Expo: 7:30 AM – 3:00 PM	Climb & Coat Check John Hancock Center 875 N. Michigan Avenue (between Chestnut & Delaware)	Expo & Gear Check Hilton Suites Chicago 198 E. Delaware Place, 3 rd Fl. (around the block from JHC)

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Section One: Pre-Event Information

Climb Packets & Packet Pickup

Packets include start time, bib number, t-shirt, timing device and event information.

NEW for 2012! We've taken our goody bag online. RHAMC will email all participants the link to the virtual goody bag the week of the event. The virtual goody bag will have coupons and informational brochures that you can download. Save paper - save the planet!

Teams: All packets will be shipped 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.)

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

Thursday, February 23, 2012, 10:00 AM – 8:00PM

Fleet Feet Sports – Lincoln Square – 4762 N. Lincoln Avenue, Chicago-
Parking/transportation info: Large City of Chicago parking lot just steps south of store. Take the CTA Brown Line to the Western Ave. Station. Walk east to Lincoln and south to store. By bus, the Lincoln (#11) or Western (#49) stop at Lincoln & Wilson. Walk south to the store.

Friday, February 24, 2012, 10:00 AM– 8:00PM

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

Saturday, February 25, 2012 10:00AM. – 6:00PM

Fleet Feet Sports Chicago – Piper's Ally - 1620 N. Wells, Chicago- Discounted parking available 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-climb packet mailings can be purchased [online](#) for a \$10 fee through January 31, 2012.

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 our event website at www.hustleupthehancock.org/training.htm.

What to Wear

You should 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. Expect the stairwells to be warm and possibly stuffy. Don't forget to display your team pride and spirit by creating your own t-shirt!

It is required that you securely attach your bib number to the front of your shirt with the safety pins provided in your climb packet or at the Concourse/Garden Level Solutions Desk. 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. **All climbers must wear their bib number during the event.**

Climbers must also wear their "D" Tag Timing Device on their shoe. You can read more about this in Section Three: Timing & Results.

Section Two: Event Day Information

Parking & Transportation

Parking costs and transportation are the responsibility of each climber. If you elect to park at the 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 or have a guest hold personal items.

Valet parking is available at the Hilton Suites Chicago. Up to 2 hours is \$27 and 2-6 hours is \$35. Alternative parking is also available at Park at 100 East Walton or at the 900 N. Michigan Avenue building. Alternative parking garages are also located east and west of Michigan Ave. on Delaware St. All prices are subject to change without notice.

Public transportation is encouraged. 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

Please be courteous to all. We are guests in this building which houses businesses and personal residences. All security procedures must be followed. Car & bag checks may be done at the parking garage and other areas and is left up to the discretion of John Hancock Center security.

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 be in radio communication in case of an emergency.

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

Gear Check vs. Coat Check

There are two options for participants to check their gear.

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

Gear Check Only: Hilton Suites Chicago/3rd Floor. 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.

Guest Passes

Friends and family members can see their favorite climber cross the finish line and reach the top!

Pre-purchase guest passes 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 26, 2012 from 7am-3pm. 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 to the Expo and Celebration at the Hilton Suites Chicago is free.

The Course

There are two climb categories: full climb and half climb. The full and half climbs will be held simultaneously in two separate stairwells. 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.

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 the John Hancock Observatory on the 94th floor and the Sky Walk.

Climbing Instructions

Due to the nature of this event, all participants should arrive 45 minutes prior to their designated wave time. Participants do NOT have to check-in on event day.

Climbers are assigned to 15 minute wave times. Example: if your wave time is 8:45 AM - at 8:30 AM you will be permitted to enter the starting line. You will start your climb anywhere between 8:45 AM and 9:00 AM. 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. Wave times are not flexible. If you miss your wave time, you will not be able to climb. Climbers take off in 8 second intervals creating staggered starts. **Climbing a stairwell multiple times or going down the stairs is prohibited and may lead to removal from this and future climbs.** John Hancock Center stairwells turn to the left. While climbing, please pass on the right side (outside) only. Single-file climbing only. Please be a courteous climber. 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 any floor without JHC security personnel!**

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Medical Assistance

Medical staff (identified in red shirts) will be on-site for those who may need assistance throughout the event in various areas including the concourse level, stairwells and at the top in the John Hancock Observatory.

An ambulance with paramedic staff will also be on site. Any volunteer can assist you and put you in contact with medical personnel. 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 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.

Expo & Celebration

Climbers and guests can enjoy complimentary entrance into our Expo & Celebration at the Hilton Suites Chicago. Located around the corner from John Hancock Center, a variety of fun awaits you!

- A local DJ will keep the party going.
- Visit sponsor booths and other exhibits and take advantage of gait analysis provided by Fleet Feet Sports, and much more.
- Refuel post-climb at our finish line buffet. (Post-climb buffet is available for climbers only.)
- Unofficial timing results by Slalom Consulting.

Photos

Teams: One of the benefits of forming an official *Hustle Up the Hancock* team are team photos! Team captains - in your team box you will receive instructions on when and where to take your team photo. Team captains are responsible for picking up the photos at the Expo and Celebration at the Hilton Suites Chicago **AFTER** you have finished the climb and distributing them to your team.

All climbers: "Action" photos will be taken in the stairwells and at the finish line for climbers to purchase through the event website following the event. Information on how to purchase these photos will be emailed to each participant.

Merchandise

Remember your experience! Great souvenir merchandise can be purchased [online](#) or at the Expo and Celebration on Event Day (cash or credit cards accepted). Limited sizes and styles are available.



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

Section Three: Timing & Results

“D” Tag Timing System

“D” tags will be the official timer of your climb at *Hustle Up the Hancock*. The “D” tag will be included in your climb packet and will be attached to your bib. The “D” tag is easy to attach 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!

Participants must use the “D” tag that matches the number on his/her bib. No time will be given if the “D” tag is not worn correctly. Instructions on how to adhere to the “D” tag can be found on the final page of this document. If you need assistance with your “D” tag, visit the Solutions Desk on the Concourse/Garden Level of John Hancock Center on event day.

Results

Unofficial results provided by Slalom Consulting can be obtained at the Expo and Celebration at the Hilton Suites Chicago on event day only. Official results will be available Monday, February 27th at www.lungchicago.org/hustle. Results from previous years can be found on www.chicagoaa.com.

Awards

Age groups for award purposes are as follows: 11 & under, 12-18, 19-29, 30-39, 40-49, 50-59, 60-69, 70+. Awards will be mailed to the awardees in late April/early May.

Award Categories:

- Full Climb Elite Individual: Awards are given to the top three Elite finishers for each gender.
- Full Climb General 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.

Section Four: Fundraising

Fundraising Overview

Hustle Up the Hancock is the largest fundraising event for Respiratory Health Association of Metropolitan Chicago. This year's goal is to raise **\$1 million** to promote healthy lungs and fight lung disease. With your help, we can reach our goal. Fundraising suggestions and tips are available on our event [website](#).

Pledge Turn-In Options

Online: Every event participant is encouraged to use our online fundraising tool, Artez. During the registration you chose a username and password to access these tools. Artez is user-friendly and a great way to gain support from your friends and family in this event.

Offline: 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. Pledge forms can also be printed off our website.

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

All donations are tax deductible and all donors will receive a thank you letter or e-receipt to be used for tax purposes. 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 16, 2012.

Incentive Prizes

All climbers are eligible to earn incentive prizes based on the amount of funds collected. The \$85 pledge minimum paid at the time of registration will be included in fundraising totals.

Incentive Prizes will be announced on our website.
Every climber receives a finisher medal, event t-shirt and virtual goody bag.

Thank you for all your support of *Hustle Up the Hancock* and Respiratory Health Association of Metropolitan Chicago.



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"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