



Press Contact:

Chantelle Green
The Wellbeing Partners
chantelleg@thewellbeingpartners.org
(402) 934-5795

For Immediate Release

Planning Underway for 14th Annual Trek Up The Tower

Event to be coordinated for first time by The Wellbeing Partners

OMAHA, Neb. Jan. 13, 2020 – The 14th Annual Trek Up the Tower, the region’s premier vertical challenge race, is accepting registrations through February 12 at noon, for the event scheduled for February 15 at the First National Tower in downtown Omaha. Trek Up the Tower is a fundraising event that supports The Wellbeing Partners' mission to build wellbeing into the way communities grow and do business, with more than 150 member organizations from such varied sectors as health care, education, manufacturing, retail food, architecture, government and public health.

WELLCOM (The Wellness Council of the Midlands), founder of Trek Up the Tower and the leader in providing high-level worksite health and wellness strategies for improved organizational culture, and Live Well Omaha, the leading convener of diverse stakeholders to advocate for policy, systems, and environmental change, merged recently to form The Wellbeing Partners.

As many as 2,000 participants from all fitness levels will climb the 40 floors and 870 steps to the top of the First National Tower. Among those participants are 37 climbers who have registered to complete the Vertical Mile Challenge, 10 and 1/3 trips up the Tower. Four have registered as Vertical Mile/Premier Pass participants, which will allow them up to 20-1/3 trips. Peter Phillips, of Council Bluffs, IA set the record for the number of climbs in 2019 with 19-1/3 and is returning for the 2020 Trek.

Other highlights will include father-and-son first responders Bill Bowes, of the Papillion Fire Department, and Matthew Bowes, of the Omaha Fire Department, participating in the Real-Life Heroes Climb, which involves first responders kicking off the event by climbing the Tower in full gear. Local companies Thiele Geotech, Kiewit and C&A Industries have partnered to sponsor registration discounts for teachers, including a group from Lewis and Clark Middle School in Bellevue who are rallying around a teacher determined to improve his health following the death of his sister earlier this year.

For details on Trek Up the Tower visit trekupthetower.org.

The Wellbeing Partners is a 501(c)(3) nonprofit organization that seeks to build wellbeing into the way communities grow and do business by supporting the growth of a culture of wellbeing within organizations as well as acting as a convener to address local community health challenges. Relying on expertise and evidence in worksite wellness and public health, The Wellbeing Partners bridge the good work between worksite wellness initiatives and community health collaboration for the greatest impact in our communities. Based on applied practice and partner and resident feedback, The Wellbeing Partners combines the eight dimensions of wellness with the social determinants of health model to shape its work so all people and places thrive.

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