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For immediate release:

**“Wish You Were Here: Trek Up the Tower Goes Virtual for 2021”**

**Omaha, Nebraska, February 2, 2021** – In 2021, Trek Up the Tower is ‘hitting the road’! The Wellbeing Partners announced that its annual stair climbing event will be taking place virtually over a multi-week challenge period, after making the initial announcement last year to postpone the event from February to May.

Event runners cited best practice and ongoing COVID-19 safety concerns as a reason for the decision, including coordinating an in-person event with First National Bank of Omaha’s timeline for reintroducing work-from-home employees to the Tower.

“This decision is out of respect for our sponsors, partners, staff, volunteers, and participants,” stated Chantelle Green, Trek Up the Tower Race Director and the Marketing and Communications Specialist with The Wellbeing Partners. “We are confident this is the best choice for 2021. We don’t make this decision lightly, since we love holding our event in the Tower and we know our participants do, too.”

Green added that the virtual format provides new opportunities to have fun with the event and extend its reach, including developing options for whole-family engagement and ensuring ways to make the event accessible for all abilities. The virtual format will continue to support aspects that make Trek a beloved community event: workplace and community teams, individual performance goals and achievement, community camaraderie, volunteerism, friendly competition, and personal and organizational wellbeing.

The 2021 Trek Up the Tower will sport the theme “Wish You Were Here” as a nod to the de-centralized location of this year’s event and acknowledgement of the desire to gather again post-pandemic. The event period will kick off on May 8, 2021, during which registrants can complete challenges related to familiar Tower distances, including the single-climb distance of 40 floors and the more rigorous Vertical Mile.

For more details about the virtual 2021 Trek changes and upcoming announcements, visit [www.TrekUptheTower.org](http://www.TrekUptheTower.org) and find Trek Up the Tower on Facebook and Instagram.

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**About the Wellbeing Partners**

*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.*