



Press Release

May 20, 2021

FOR IMMEDIATE RELEASE

Contact: Chantelle Green, 2021 Trek Up the Tower Race Director

(402) 547-0708

chantelleg@thewellbeingpartners.org

Virtual 'Trek Up the Tower' draws participants from 21 states *Virtual event promotes inclusive, family-friendly wellbeing opportunities*

The Wellbeing Partners' annual Trek Up the Tower event has gone virtual for its 15th year, but participants can still meet the 40-floor challenge thanks to the organization's online activity-tracking platform.

Without needing to set foot in the First National Bank Tower, participants from 21 states (and 99 ZIP codes) have been able to log stair activity, non-stair physical activity and mental health/self-care activities in the event's online platform since May 8. Until the event's close on May 29, entries are being converted into "floors" to track progress throughout the 40-floor (or more) challenge. Participants receive virtual badges as they pass milestones, and as they advance, they have opportunities to win prizes from local businesses.

Known as "the Midwest's premier vertical challenge race," Trek Up the Tower is a fundraiser for The Wellbeing Partners, an organization devoted to building a culture of wellbeing in the Omaha community. Each year, the organization encourages community members and vertical challenge enthusiasts from around the world to participate in this high-profile activity that promotes health and personal wellbeing.

"Thanks to our 2021 presenting sponsor, First National Bank of Omaha, we've been able to make this year's Trek Up the Tower more inclusive and family-friendly than ever before," Sarah Sjolie, Chief Executive Officer of The Wellbeing Partners, said. "Stair-free and mental health activity options allow people of all abilities to participate, and our new family category encourages families with younger children to build daily wellbeing routines together."

The virtual nature of this year's event has also allowed participants who are unable to travel to Omaha to take part in the challenge. Tammy Hansen Snell is a first-time participant who resides in Texas.

"There's a good-sized group of people who care not only about their own wellness, but about the importance of participating in this fundraiser to help improve physical and mental wellness in our communities and workplaces," she said. "That makes me feel better about humanity."

Bella Ohm, a native of Bellevue, NE, is currently participating from North Pole, Alaska, while her husband is stationed at Eielson Air Force Base.

“For me, doing Trek Up the Tower is a way for me to feel connected to my hometown,” Ohm said. “I miss it dearly.”

When the challenge ends on May 29, all final race results will be published on www.trekupthetower.org. The Wellbeing Partners plans to use successful elements of the virtual Trek Up the Tower event to expand on the in-person event in future years.

Please contact Chantelle Green, 2021 Trek Up the Tower Race Director, at (402) 547-0708 or at chantelleg@thewellbeingpartners.org with media questions and requests.

Members of the press can access Trek Up The Tower’s virtual media kit (which includes participant testimonials, a 2021 Trek Up the Tower fact sheet and Bella Ohm’s full story) here: <http://bit.ly/2021TrekPressKit>

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.

-###-

Thank You to our 2021 Sponsors

Presenting Sponsor



Contributing Sponsors



Follow us:



www.TrekUptheTower.org | 402-934-5795 | info@thewellbeingpartners.org

Visit the Website

The Wellbeing Partners | 6400 University Dr N, CEC 228, Omaha, NE 68182

[Unsubscribe {recipient's email}](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by info@thewellbeingpartners.org powered by



Try email marketing for free today!