

FOR IMMEDIATE RELEASE

For more information, contact:

Aimee Baillargeon

aimee@sagebrush.org

541-480-8555

Sagebrush Community Challenge Collaborates with Bend Summer Festival & Downtowners Association

All-inclusive community fundraising event will be held in conjunction with popular downtown festival

January 4, 2011 – Bend, Oregon – Sagebrush and C3 Events announced that they will collaborate to hold the new Sagebrush Community Challenge/Scramble during the Bank of the Cascades Bend Summer Festival. The Sagebrush Community Challenge event is an all-inclusive community event, created to assist regional nonprofits in generating additional funds and awareness. One of the events—the fun-for-all “Sagebrush Scavenger Scramble”, will begin downtown on Wall Street between Franklin and Louisiana and participants will take off on a scavenger hunt around the Bend Community.

Cameron Clark, owner of C3 Events, said, “We are always looking for compelling ways to develop and grow our festivals. Collaborating with the Sagebrush Community Challenge event during our Bank of the Cascades Bend Summer Festival will help to champion these goals.”

Sagebrush, which has benefitted the Central Oregon community for the past 23 years, has expanded its scope this year by including all eligible 501(c)(3) organizations in Central Oregon. The event has also grown from a weekend event to now consist of numerous events spanning one week, kicking off with the Sagebrush Scavenger Scramble during the Bend Summer Festival. Booth space will be available at the festival for all participating Sagebrush nonprofit organizations and community supporters.

Chuck Arnold, Executive Director of Downtown Bend Business Association, said, “Downtown Bend businesses welcome events where we celebrate our community. The Sagebrush Community Challenge will enhance our great Bank of the Cascades Summer Fest”.

The Scramble will truly incorporate the whole community as participants meandering in and out of stores, be-bop along the river near Drake Park, and hunt in the Old Mill to successfully complete the scavenger race. Participants can walk it, jog it, or bike it; scramble as an individual athlete or as a whole family; and support a favorite charity just by participating.

If a Central Oregon nonprofit organization would like to participate in and benefit from this event, registration information will be available at www.sagebrush.org. A nonprofit registration event is being held at the Deschutes Brewery Mountain Room on January 11, 2011. Email nonprofits@sagebrush.org with questions.

About Sagebrush

Deschutes Brewery’s Sagebrush Classic has been benefitting the Central Oregon community for more than 2 decades, raising more than \$2 million for nonprofits through its popular golf tournament and feast. In 2011, the event will show significant expansion in order to include all eligible 501(c)(3) organizations in Central Oregon. The format of the event will change from a single weekend to a week-long series of events. A professionally executed fundraising campaign for participating nonprofits will run from February 15 through August 15, 2011. During this fundraising campaign, Sagebrush will market the event, highlight the nonprofits that are participating, and provide fundraising tools to the nonprofit agencies. The week-long series of events include: July 9, **Sagebrush Community Challenge/Street Scramble**; July 14, the **Sagebrush Private Dinners** will take place in private homes around Central Oregon; July 15, **Sagebrush Classic** golf tournament; and July 16, the famous **Sagebrush Feast** at Broken Top. For more information about each Sagebrush event, go to www.sagebrush.org.