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FOR YOUTH DEVELOPMENT
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HIGHMARK QUAD GAMES DETAILS ANNOUNCED FOR 30TH ANNIVERSARY SEASON

Highmark QUAD Games events coordinator Craig Latimer, accompanied by corporate sponsors and friends of the QUAD Games, announced plans for the 30th season of the Highmark QUAD Games. While the cross-country ski/snowshoe events remain on the calendar to close out the 29th year of this season's QUAD Games (2011-12), dates and sponsors we're announced as part of the celebration for the Games as they enter their third decade.

April 15, 2012 will kick off the **30th Anniversary Highmark QUAD Games with the 100-yard swim** meet, which is traditionally held at McComb Fieldhouse on the campus of Edinboro University. The second leg of the QUAD follows on **July 14** with the **12-mile bike race**, which starts on Perry Lane boarding the Edinboro University campus. Highmark QUAD participants find their next challenge on **September 8** with the **five-mile run** beginning from Gibson Park in North East. The final portion of the Games offers a choice of a **five-mile cross country ski race or 2.5 mile snowshoe** event on the Upper Golf Course of Peek 'n Peak on **January 6, 2013**.

"It has been an amazing experience watching thousands of people from the tri-state region participate over the years," said Latimer. "It's not uncommon to see three generations from a family swimming, running, biking or staying active in the winter on cross-country skis. Maybe the best part is that the QUAD has remained a great event for competitive athletes but has become even more popular as a four-event fitness program giving people these four short-term goals to stay healthy year round."

For the 30th Anniversary, Highmark Blue Cross Blue Shield will be the title sponsor of the Games as they have been for 15 consecutive years.

"The Games not only encourage a high-level of competition among participants, but they also help extend awareness about the importance of physical activity," said Jim Martin, Highmark's director of community affairs.

Latimer, an employee of the YMCA of Greater Erie pointed out that the YMCA's annual scholarship campaign *We Build People* receives all proceeds from the Highmark QUAD Games.

YMCA OF GREATER ERIE WWW.YMCAERIE.ORG

Our Mission: To put Christian principles into practice through programs that build a healthy spirit, mind and body for all.



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"Each year the YMCA of Greater Erie provides financial assistance to anyone in need of the many health and social services our YMCA provides. In 2010 alone, the Y gave out \$898,000 in financial assistance in the form of membership and child care for people in our region living below the poverty line," Latimer said. "One of the goals for the 30th Highmark QUAD Games will be to raise at least \$30,000 in proceeds for the Y We Build People Campaign to further help people right here in our community."

Along with the continued support of Highmark, the QUAD Games will also have Saint Vincent Sports Medicine and Powerade as Associate Sponsors.

"Both Saint Vincent and Powerade have been sponsors for a decade now and it's an ideal fit," said Latimer. "Saint Vincent Sports Medicine doctors are on site for all four events and have always provided great medical coverage. And of course when you have hundreds of thirsty bikers, runners and skiers, it's wonderful that they can hydrate at the Powerade table during or after the event."

For the 30th Anniversary season the QUAD Games also announced a new sponsorship from GoErie.com.

"This is a wonderful return to a sponsorship of nearly thirty years ago," said Latimer. "The Times Publishing Company was the sponsor of the very first year of the QUAD Games. At that time it was to draw attention to a news sports tabloid they were promoting called SportsWeek. Now three decades later, GoErie, the Times website and the information source more and more people are using, will be a great way for Highmark QUAD participants to view photo galleries, get fast results and see features of QUAD participants."

Latimer also announced that for the fourth year the highly popular QUAD Kids events would return, a kid-size version of the regular adult QUAD Games. The QUAD Kids offers a 25 yard swim and half-mile or one-mile distances of the bike, run and ski for children as young as three years old. YMCA Child Care is provided at the QUAD events so parents can participate in their own race then watch their children participate in QUAD Kids races with each child receiving a medal upon completing the event.

"The QUAD Kids has been a terrific addition to the regular Games," said Latimer. "With all the attention focused on childhood obesity, we believe the QUAD Kids to be a great way to introduce kids to the fun of these life sports in a non-competitive atmosphere that allows them to be in "races" just like their parents."

For more information on the Highmark QUAD Games, contact the YMCA of Greater Erie or Craig Latimer at (814) 392-1619.