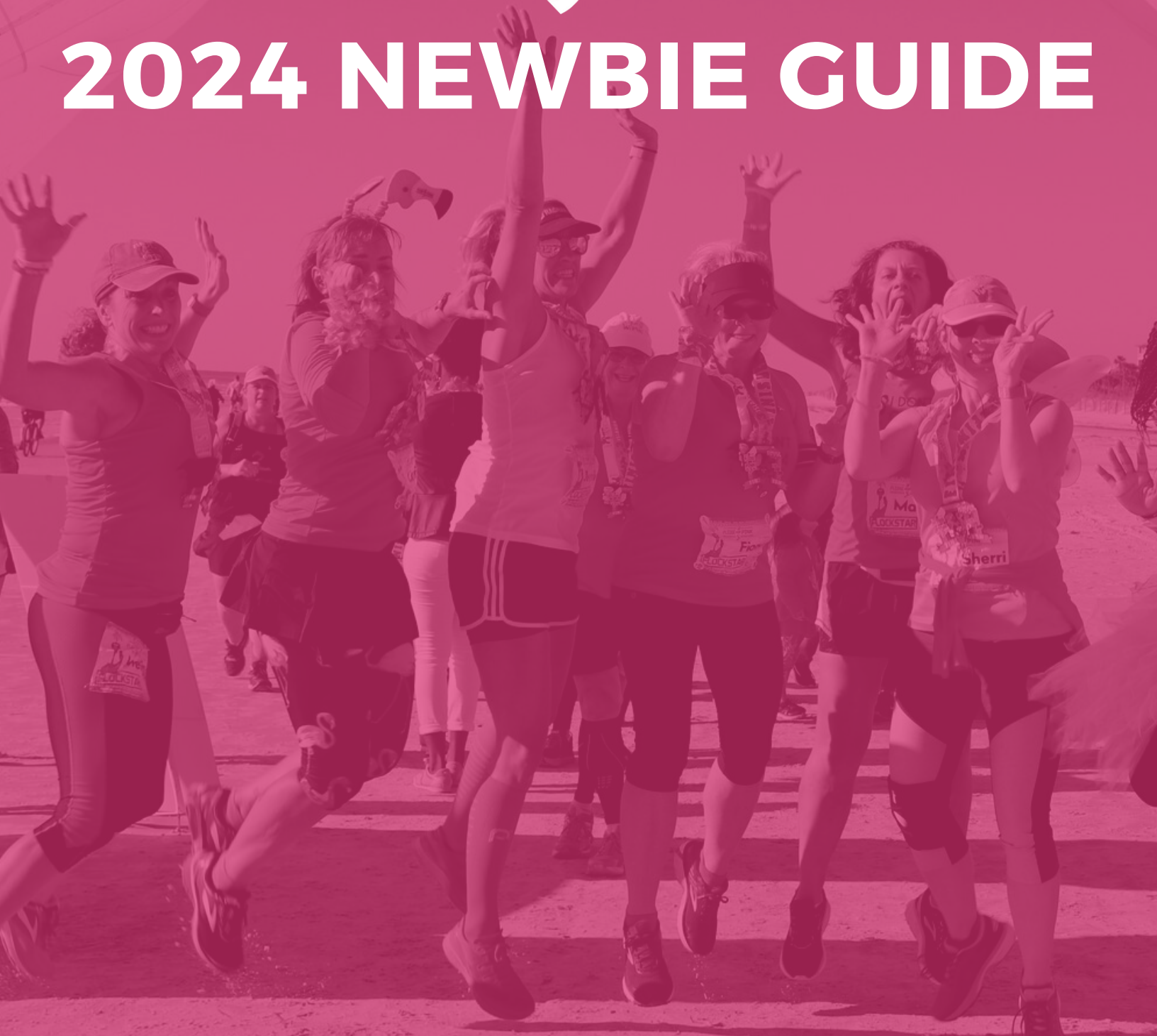


30 MILES

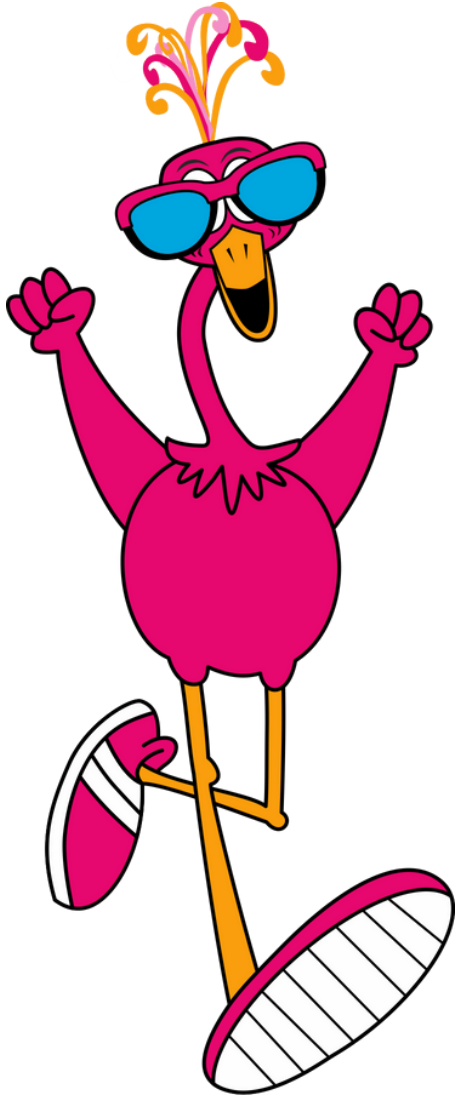


2024 NEWBIE GUIDE



THE BEST DARN WEEKEND
OF YOUR **LIFE!**

PLEDGE THE PINK



While our underlying mission is to raise money in the fight against breast cancer, most of our flock will tell you that we're all about you and celebrating your successes... and ensuring that you have the Best Darn Weekend of Your Life!

Our 2024 event is **October 17-20** and will be based on beautiful Amelia Island, Florida!

Together, we will walk, run, waddle, and crawl 30 miles over three awesome days. Each course showcases a different section of the Island, so you'll get to see and enjoy Amelia like a rock star!

WHAT'S INCLUDED



- **3 beautiful courses** stocked with goodies & adoring fans (3 10-mile courses)
- **3 lunches/brunches** at our finish line parties
- Thousands of **professional photographs & videos** (you'll get free access to them all)!
- **3 medals** and a **swag bag** stuffed to the brim
- **4 rockin' parties** with live entertainment & waterside boogying
- [Click here for more info](#)

WHEN TO GET HERE & HOW LONG TO STAY

While we're known as the best darn three day event on the planet, Pledge the Pink actually spans four days.

To get the most out of your weekend, you'll want to be here by Thursday afternoon and stay at least until Sunday afternoon (though, most people stay until Monday)

Our At A Glance weekend itinerary:

- **Thursday, Oct 17:** Packet Pickup & Welcome Party 3-8pm
- **Friday, Oct 18:** Race starts at 8am and after-party jams until 1:30. Our infamous Bingo will run from 7-9:00pm.
- **Saturday, Oct 19:** Race starts at 8am and after-party jams until 1:30. PJ Karaoke will go strong from 7-9pm.
- **Sunday, Oct 20:** Sunrise start on the beach at 7:30am and our farewell party wraps at 1pm.

TRAVEL/TRANSPORTATION



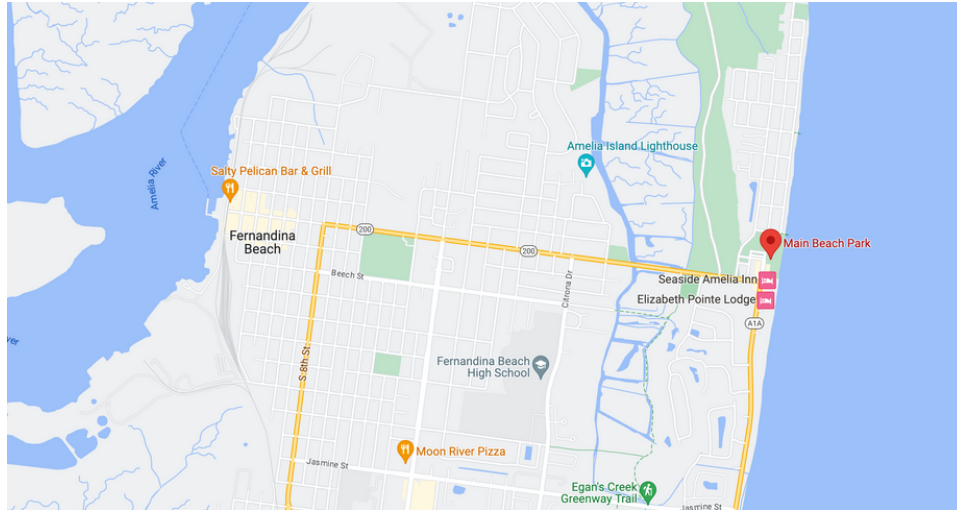
Amelia Island is located on the northeast coast of Florida, approximately 30 minutes from Jacksonville.

Our flock will be flooding the JAX airport so don't worry about renting a car – most of our travelers coordinate carpools and ride shares (using our [Facebook Travel Group Page](#)). Ubers and Lyfts are also regularly available for service to and from the airport.

Lots of people also carpool from as far away as Chicago, driving together with new friends they meet on our Facebook travel page. With registrants usually coming from 45+ states, you'll likely find a new bestie or two you can travel with.

ACCOMMODATIONS

We will be headquartered at Main Beach which is on the north end of Amelia next to Fort Clinch State Park.



There are two Marriott properties adjacent to the park and we've secured a block of discounted rooms for FlockStars. [You can use this link to book your discounted rate.](#)

Springhill Suites: \$199/night
Courtyard Marriott: \$179/night

We've also partnered with our good friends at the Omni to provide a limited discount on their one and two bedroom villas. Single occupancy is \$239/\$339, double occupancy is \$239/\$339, triple occupancy is \$259/359, and the quad rate is \$279/\$379. Call 800-THE-OMNI and ask for the Pledge the Pink rate.

There are dozens of charming Bed & Breakfasts in Fernandina Beach (the very cool main town on the island that's only about 1.5 miles from Main Beach).

And, of course, there are hundreds of houses available to rent all over the island. Choose a Malibu-inspired mansion on the beach, or a little bungalow off the beaten path. There are styles, sizes, and prices for all.

HOW TO BUDGET FOR YOUR WEEKEND

With about 90% of our registrants coming from out of town (49 states and 6 countries in 2023!), we know a thing or two about the costs associated with housing, transportation, meals, drinks, etc. Based on the surveys and feedback we've gotten over the last twelve years, the average registrant spends \$400-\$500 on weekend expenses (including housing but not including transportation).

Go here for more detailed information and tips on how you can Pledge the Pink on a shoestring budget!

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GOING SOLO OR WITH A SQUAD

If you sign up solo, know that you'll never really be alone! We love introducing you to your new BFFs and connecting people with our ridiculous shenanigans (it's our specialty, actually).

If you're single but want to mingle, put yourself up for adoption on our Facebook page and watch the teams fight for you! We also love teams, so gather your posse and come up with a ridiculously silly team name. We've seen that the more clever the name, the easier it is to recruit more peeps.

What's the real difference between going solo or being on a team? [Click here](#) to find out!

OUR COURSES

Our courses are 99% flat but they are anything but boring! We suggest that you train on a variety of surfaces to help you prepare for the diversity of our routes (mostly roads and hard-packed sand).

Our courses are packed with essentials like water and Gatorade, and we've also got a lot of snacks out there for ya: trail mix, popcorn, orange slices, grapes, apples, bananas, ice pops, and energy balls. Our stations are set up approximately every 2ish miles.

We ask everyone to train to complete all 10 miles each day in less than 4 hours.

If you don't think you can complete the 10 miles within that time frame, we respectfully ask you to do the 5-mile short cut. You'll still be able to cross the finish line, claim your medal and celebrate with your friends.

TRAINING

Don't let the miles scare you! One of Pledge the Pink's goals is to help people cross their first (and second and third) finish line! As the thousands of peeps who have crossed our finish lines before you will attest – you can so do this!

And we'll be with you every step of the way, no matter what your fitness level. Pledge the Pink is a refreshing challenge for race junkies looking to shake things up a bit, and it is the dream weekend for newbies looking to cross their first finish line.

We have three different training schedules depending on your fitness level and your goals. They'll be posted on our website in January; in the meantime, you can find more info and get some tips in this blog post.

PARTIES

We will gather to celebrate after each day's race. These after-parties are very casual (smelly race attire). We'll have a bunch of food trucks at the Park and you can order off the menu from any one of them- your lunches are included for all our registrants! Family, friends, fans, and supporters are all welcome to join the festivities for \$15 a head.

PACKETS

Your official race credentials will be waiting for you at our Packet Pickup Party on Thursday from 3-8pm. **If you're not able to collect your packet on Thursday, a friend can pick it up** on your behalf OR you can get it an hour before race time on Friday.

If you are part of a team with 4 or more registrants, your team packets will be boxed together. So if you have registered as part of a team, please designate one or two of your team members to pick up the box(es) for your group.

Your Pledge the Pink swag bag (packet) will include:

- ✓ Bibs
- ✓ Pledge the Pink 2024 commemorative event shirt
- ✓ A bunch of gifts and swag from us!

BLING

Get a custom medal every day when you cross the finish line! Yup, it's a three-bling weekend for yall!

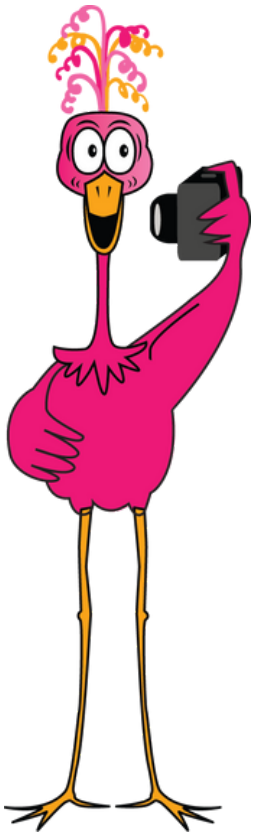
FLAMINGOS & FLOCKS OF LOVE

We have a wee obsession with flamingos. Not only because they are fun, but because in our world, they represent a life-saving donation.

Click [here](#) to read about the history behind our flamingo obsession and what it means for yall.



PICTURES



Our Flocktographers are like the paparazzi this weekend, making sure they get every action caught on camera. We literally end up with 10,000+ professionally shot photos from the weekend and **they are all available to you for free!**

They are generally ready for viewing and downloading within two weeks of the event so you can relive the Best Darn Weekend of Your Life again and again.

VOLUNTEER

Have friends traveling with you that aren't registered? Put 'em to work!

It literally takes over 400 people to bring this huge event to life and we are grateful for all the help yall bring with you! Husbands, friends, kids, random stranger you met on the plane... we'll take them all!

We'll even take a few hours of YOUR time if you're willing to help us with pre and post volunteer activities! Email our volunteer coordinator at PTPvols@gmail.com and we'll hire you on the spot!

FUNDRAISING/WHERE THE MONEY GOES

Historically, we've dispersed most of our fundraising dollars to regional hospitals and clinics in the southeast, primarily because the majority of our registrants came from this area. Places like:

- Mayo Clinic
- Northside Hospital
- Hollings Cancer Center
- American Cancer Society
- Volunteers in Medicine
- All In Foundation
- Beaufort Memorial Hospital
- Beaufort Jasper Hampton Comprehensive Services

But now we're kind of a big deal and people flock to us from all over the world so we're branching out. And YOU get to decide where your fundraising dollars go this year!

If you and/or your team raise 5k, you get to **Choose Your Charity**. You can choose up to two breast cancer nonprofits and we will send them 75% of your funds.

The other 25% will remain in the "big pot" to be dispersed to agencies and organizations that our charity board selects, largely based on your recommendations.

What if you don't raise 5k? Well all that money will go into the pot too, and we will disperse it to qualifying breast cancer screening, treatment, and research programs across the country. Again, your recommendations will influence these choices greatly.

[Go here for all the details on Choose Your Charity.](#)

CONTESTS & CHALLENGES

We love toying with yall and getting you excited for the big event. So we frequently have contests running to inspire you about fundraising, registrant recruitment, team-building, flamingo decorating, and acting like a fool. Oh, and we give good prizes for these grand gestures, too!



STORE & MERCHANDISE

We've got a bunch of super cute Fancy apparel, accessories, and must-have items for your big weekend.

[Our online store](#) is only open a few times a year:

- Nov 15 - Dec 15, 2023
- May 1 - Aug 31, 2024

CANCELLATIONS

Our policy is super simple: send an email to info@pledgethepink.com if you need to cancel and we will process your refund as follows:

- Cancel before March 1 and get a refund minus \$50 cancellation fee
- Cancel before July 1 and get a refund minus \$100 cancellation fee

FACEBOOK CHAT CLUB

Join our [private group page](#) and get to know a few thousand of your newest besties. They are more than happy to answer your questions and make suggestions. It is a great resource and our admins are very active in the group, providing updates, jokes, and encouragement on a daily basis.

FAQ

Still have questions? Please read our [Frequently Asked Questions](#) on our website for more details.

CONTACT US

In our continuous effort to minimize costs and produce this event as efficiently as possible, please note that we do not have a public phone number. We ask that you email us at info@pledgethepink.com if you have any questions or post on our [Facebook group page](#) so that other FlockStars can answer you (probably more quickly than we can).