



What *really* happens in a Run Brain Run Operation Care Kits game?

The Basics

Operation Care Kits is Run Brain Run's most recent innovation into the philanthropic or "corporate social responsibility" (CSR) team building arena. Modeled after our immensely popular and successful "Freewheel" game, participants tackle a series of military-themed challenges to "earn" the many components of a care kit that we will then send off to soldiers serving in harms' way, defending our nation's interests.



The game lasts about 2.5 hours and takes place ... almost anywhere! Your company headquarters, your hotel or meeting facility - wherever you can hold a meeting, we can help you make it socially meaningful - and fun!

Before the Game

Long before your team shows up to build communication and camaraderie, we get to work. First designate the fighting unit that will receive your goodies, figure out what they need, and go shopping to buy all the good stuff. We get it all ready for your team to assemble the kits for the folks serving us overseas.

Then ... (shh! this part's secret) we arrange to have a representative of the armed services come by at the end of your event to accept your donations. That part REALLY rocks.

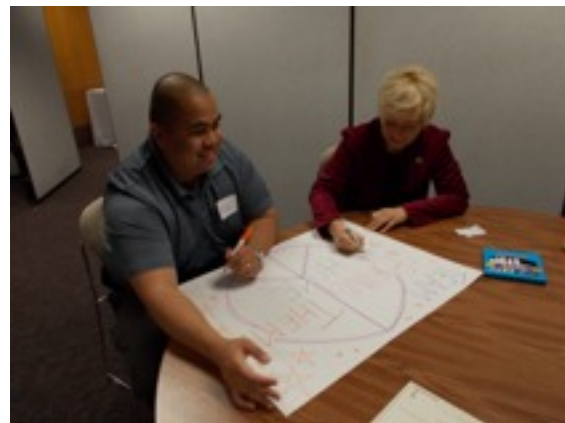
The Game Itself

Here's how the game plays out:

1. Icebreaker and Intro

We start with a fun, energetic icebreaker that gets people moving around and laughing - and, cleverly, sorts people randomly into teams of three to eight people (depending on the size of your group).

These teams will then compete against each other for the remainder of the event. Teams can get VERY competitive! And competition helps build energy, excitement and incentives to complete the many wacky challenges that lie ahead.



2. The Competition

- **Create a team identity**

Every good fighting unit has a cool nickname. Here we give you a chance to come up with your own, and design your own "insignia" and marching song.

- **Challenges**

We throw a series of challenges at you - creating your own "uniform," navigating a "red tape" maze (blindfolded), eating "rations" - and with each round of challenges you earn two things:

- **Points** - which are valuable, because the team with the most points wins the match
- More importantly, **care kit components**, such as personal hygiene items, foodstuffs or convenience items that are sorely lacking on the front lines (and that soldiers actually ask for)

*If you selected the **HD Video** or **Secret Agent Challenges**, you'll encounter those here. Bwa-ha-haaaaa!*



3. Medal Ceremony

We tally up the final score, announce the winners and award "highly valuable medals." You know... visible manifestations of bragging rights.

4. Military acceptance

Here's where the representative of the armed forces surprises your guests by coming in and symbolically "accepting" the donations on behalf of the service men and women and extends heartfelt thanks - from the voice of experience.

5. Wipe away tears

Even the strongest men cry at this point. Really.

6. Cherish lifelong memories

Yes. Life-long. Because experiences like this just don't fade away. Your team will talk about this event for a long, long time.

And who'll be the hero of *that* story? The person in your company who booked this event, that's who.



That's right - YOU!

7. Post-game

Most people go get something to eat or drink.

If you've taken video, then at this point we'll collect the cameras back, hunker down in the office with a 64-ounce Slurple and a giant bag of WinCo Cheese Puff Food Substance, and transmogrify your video onto a format you can

use. Then we send it to you, along with that pesky final invoice.

What are you waiting for?

While our fighting men and women are thousands of miles hence... alone... apart from friends, families and safe haven... hoping against hope that someone remembers them... you are sitting there, reading this, wondering "What can my team do to help?"

And you know the answer.

Your Operation Care Kits day is just a click away, so call (888) 604-3350 today to book your game date. May the funnest team win.