



PRESS RELEASE
FOR IMMEDIATE RELEASE
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Old Bill's announces modifications in response to COVID-19

The Giving Season for the community-wide fundraiser kicks off on August 1

Jackson, WY - In response to Teton County public health metrics, the Community Foundation of Jackson Hole announced today that it will not host the gatherings that were tentatively scheduled for Old Bill's "Run Day Reimagined" on September 12. The Foundation will now present exclusively virtual and remote festivities on this date.

"Old Bill's is a time of community-wide generosity," stated Laurie Andrews, President of the Community Foundation of Jackson Hole. "This generosity also extends to embracing safety for the health of our community. Although we will miss gathering, the spirit of Old Bill's is alive and thriving."

September 12 "Run Day Reimagined" festivities will include:

Morning (schedule with times forthcoming)

- 10am sharp (when the start gun would fire on a "normal" Run Day): Community members are invited outside to ring cowbells or bang pots and pans in unison. Make some noise for philanthropy!
- Old Bill's themed radio program on 89.1 KHOL
- Celebratory flyover by vintage fighter jet trainer

Anytime

- Virtual 5K: Community members are invited to run/walk/hike/bike the 5K route of their choice at the time of their choice. (Route ideas will be available at oldbills.org in late August.) Please wear your Old Bill's gear and share photos and videos on social media with the hashtag #oldbills2020. Footage will be compiled into an Old Bill's 2020 video, which will be broadly distributed during the final week of the Giving Season (September 14-18).

September 12 "Run Day Reimagined" festivities will be the culmination of "Countdown Week" (September 8-11), during which participating nonprofits will be spotlighted through a multi-faceted marketing and social media campaign. Details at oldbills.org.

Since 1997, Old Bill's Fun Run has raised more than \$173 million for Jackson Hole nonprofits. Mr. and Mrs. Old Bill donate \$500,000 every year to challenge the community. Co-Challengers and Friends of the Match join them to create a matching grant opportunity that inspires others to give.

This year, widespread community participation in Old Bill's is more critical than ever before. Local nonprofits are going to great lengths to continue to fulfill their missions under extremely challenging circumstances. Gifts are accepted between August 1–September 18, 2020 at 5:00pm. For more information, visit oldbills.org.

About Old Bill's Fun Run

One of the most innovative fundraisers in the nation, Old Bill's Fun Run is also one of the most successful. Twenty-four years ago, an anonymous, philanthropic couple, fondly known as Mr. and Mrs. Old Bill, envisioned a collaborative event to support local nonprofits. For the first time, organizations came together in an efficient, unified fundraiser that raised awareness of community needs.

In 2019, the event raised \$14,381,191 from 4,012 donors. Old Bill's has brought an astounding \$173 million philanthropic dollars to our community. These funds are busy feeding the hungry, supporting the sick and elderly, teaching kids to read, protecting wildlife, building affordable housing, enriching our lives through the arts, and touching the lives of everyone in Teton County. Old Bill's is administered by the Community Foundation of Jackson Hole. For more information, visit oldbills.org.