



CUPCAKE CHALLENGE

October 19, 2012

www.corporateadventurechallenge.com

An event for the entire community.

CUPCAKE CHALLENGE

RISE TO THE CHALLENGE!



THE CORPORATE ADVENTURE CHALLENGE

Bringing together over 1,200 competitors from across Halton Region and the surrounding area, The Corporate Adventure Challenge is a fund raising event like no other. Focusing on Fun, Family and Fitness, this one-day event brings together the thrills and excitement of The Amazing Race with the fun and strategy of Survivor.

An event for the entire community, we have something for every member of the family. Our goal is to unite members of the business communities from across the Region, citizens and local organizations as they join together in the spirit and celebration of some Friendly Competition.

Proceeds for the day will go to help support 10 local charities across Halton Region.

THE CHALLENGE FOUNDATION

As the organizers of the Event, The Challenge Family & Community Foundation is fortunate to have an experienced team of staff and volunteers who have helped put together similar events of this size, including The Oakville Waterfront Festival, Special Olympics Provincial Competition and several Rib Fests. Founded in 2009, The Challenge Foundation is the official charitable arm of The Moving & Junk Removal Source, a local company based in Milton, Ontario.

QUICK FACTS:

Date: **Saturday, October 20, 2012** 8:00am-5:00pm

- Over 1,200 competitors will take part from companies across Halton Region and the GTA
- The day includes the 1st Annual Emergency Services Tug-Of-War competition for police, fire and paramedics from across the Province
- With the beautiful colours of the Niagara Escarpment as the backdrop, the Corporate Adventure Challenge takes place at Kelso Conservation area and Country Heritage Park in Milton, Ontario
- Over 300 companies will show their Community Spirit as sponsors of this fun-filled event
- The day will see more than 200 local artisans, restaurants and safety organizations on display
- Open to the public and free of charge, the Corporate Adventure Challenge is expected to attract over 100,000 spectators
- The Challenge Reception to be held on Friday, October 19, 2012 at Rattlesnake Point Golf Club
- Over 300 volunteers and representatives from a variety of local community organizations and service clubs will help bring this exciting event to life
- Our goal is to raise \$500K for 10 well-deserving charities based in Halton Region

THE CHALLENGE RECEPTION

Friday, October 19, 2012

The official kick-off of the Challenge Weekend will be The Challenge Reception hosted by Rattlesnake Point Golf Club located in Milton, Ontario. Team Captains, sponsors, charities, VIP's, representatives from various levels of government and event organizers will come together for this inaugural BBQ.

The evening will include a recognition ceremony of various sponsors, volunteers and organizers, as well as the introduction of several VIP's and MC's. As the purpose of the Event is to raise funds for the Challenge Foundation Group of Charities, the evening will include cheque presentations to the respective benefactors, as well as awards for the Teams and individuals that raised the most money.

In the Spirit of the Competition, the evening will conclude with the official drawing of Team competition order. All 100 Teams names will be put into a hat and drawn throughout the day by the Event organization staff. Representatives from the participating charities will be called up on stage to help draw the final 10 teams to bring the evening to a close.



THE CUPCAKE CHALLENGE-EVENT DETAILS

What Is It?

The Cupcake Challenge is a fun competition that showcases the talents and creativity of bakery and specialty cake shops from across the GTA. Hosted by one of Halton's newest magazine **Inside Milton**, competitors get an opportunity to put up their top designs in our quest for the Best. Bakeries and specialty shops of all sizes are invited to put their Team together and take part of this fun competition as they put their mixing bowls forward in this head-to-head *Rumble of the Recipes*.

When Is It?

The event is set to place on Friday October 19, 2012 at Rattlesnake Golf Club in Milton, Ontario. The Cupcake Challenge will start at 1:00pm and run through until approximately 3:00pm. The presentation of the awards will take place at the Challenge Reception held at the same location starting at 6:30pm.

How Do You Qualify To Enter?

Any bakery or specialty bake shop may enter the Cupcake Challenge, including home businesses.

The Competition

The Rules are simple.

Our panel will consist of 5 judges selected from our Sponsors, VIP's community partners and local dignitaries. Each competitor must submit six (6) cupcakes as their entry for the competition. They can be any flavor, colour or size. However, only 5 will be randomly selected for judging purposes.

Each cupcake will be evaluated on six criteria, each worth 25 points with a maximum score of 150 points. They include:

1. Overall Appearance and Presentation
2. Cake Taste
3. Cake Texture
4. Frosting Taste
5. Frosting Texture
6. Cake to Frosting Ratio

Awards will be given out for the Top 3 Teams.

In addition, each competitor must also bring 2 dozen cupcakes of any flavor, colour and/or size for the dessert table for the Challenge Reception. There will be over 250 companies represented at the reception so bakers are encouraged to be creative in their marketing efforts.

Awards

Inside Milton will be presenting awards to the Top 3 competitors with the Cupcake Challenge Trophy being presented to the competitor with the highest overall score. Awards will be presented during the Challenge Reception.

How To Register

To enter a Team in the Cupcake Challenge participants must complete a Registration Form and fax it back to the Challenge office at 905-854-3637. Registration Forms are available on the Corporate Challenge website or can be requested by email at info@corporatecadventurechallenge.com.

OUR CHARITIES

Windrush Stable Therapeutic Riding Program

www.windrushstable.com

Breakfast For Learning-Halton

www.breakfastforlearning.ca

Special Olympics

www.specialolympics.ca

Regional Air Support & Rescue (RASAR)

www.rasar.ca

Lions Foundation of Canada Dog Guides

www.dogguides.com

Military Families Fund

www.militaryfamiliesfund.ca

Milton District Hospital Foundation

www.mdhf.ca

Oakville Literacy Council

www.oakvilleliteracy.ca

Literacy Council of Burlington

www.literacycouncil.ca

Autism Ontario-Halton

www.autismhalton.com

Conservation Halton Foundation

www.conservationhalton.on.ca

In addition, food will also be collected for the Milton Food Bank.

www.fooddrivemilton.khicommunity.com

For more information please contact the Event Co-ordinator Trevor Harness at 905-854-5837