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**FOR IMMEDIATE RELEASE:**

**'Step Up For Special Olympics', Presented by PECO, at BNY Mellon Center**  
*Hundreds will scale 53 floors (1,019 steps) all to benefit Special Olympics PA – Philadelphia*

(PHILADELPHIA, PA, October 16, 2015) – Special Olympics athletes face challenges every day, but that doesn't stop them from shining both on and off the playing field. On Sunday, October 25<sup>th</sup>, from 9:00a.m. to 10:45 a.m. 'Step Up for Special Olympics', presented by PECO, will give participants a taste of what it's like to face a challenge, even if only for 53 grueling flights of stairs. This year's Step Up features two challenges – A CrossFit Challenge and The Stair Climb – both entail scaling all 1,019 steps at the BNY Mellon Center (1735 Market St.).

200 expected climbers, including SOPA-Philadelphia athletes, will put themselves to the test all to benefit the many competitions and programs SOPA provides in Philadelphia. Comcast SportsNet's Marc Zumoff will host and 102.9 FM will keep participants going with WMGK's classic rock format. The event is on pace to raise more than \$25,000. Online Registration will close Saturday at 12noon but individuals can sign up between 8:30 a.m. and 9:45 a.m. on Sunday. Cost is \$53 to climb and receive an exclusive short sleeved event t-shirt.

**Fast Facts about Stair Climbing Workouts**

- Stair climbing is one of the most challenging sports, requiring competitors to move their entire body weight vertically, instead of horizontally. Stair climbing burns about twice as many calories than any other sport or activity.
- Because it is a grueling sport, stair climbing requires less time to do the same intensity of a workout. For example, if you run 30 minutes per day, the same workout intensity could be achieved with 15 minutes of stair climbing.
- Stair climbing is a total body workout. It makes the arms stronger with the use of the arms pulling you up with the use of the rails (or banister) which is allowed and encouraged. Stair climbing especially builds muscle mass in the legs, including the quadriceps and calves. It is an aerobic sport as it works the cardio-vascular lung package. Stair climbing becomes an anaerobic event after about 10 to 20 flights of stairs as it strains your aerobic capacity to hold an intense load on the cardio-vascular package to the top of a very tall building. Since the contest is vertical, even a 70 story race up is not a total sprint and requires endurance, sprint, and muscular strength to complete in a fast time.

(more)

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Created by Joseph P Kennedy Jr. Foundation. Authorized and accredited by Special Olympics, Inc. for the benefit of persons with intellectual disabilities.



Participants can choose between the following Challenges:



Test your speed straight up 53 flights of stairs. Participants are chip-timed and eligible for prizes.



As if a 53-story climb is not tough enough, why not tack on a CrossFit workout before going up.

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