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GREAT CYCLE CHALLENGE PARTNERSHIP

EMPLOYEE ENGAGEMENT, MATCHING GIFTS + CORPORATE PHILANTHROPY. A SUCCESS STORY OF PARTNERSHIP GROWTH AND A COMMITMENT TO MULTI-LEVEL PHILANTHROPIC ENGAGEMENT.

A LOOK INSIDE THE PARTNERSHIP...

Since 2018, Zebra Technologies has been riding to raise funds for CCRF through our signature cycling event, Great Cycle Challenge (GCC) as a top corporate team.

IN TOTAL, THIS HAS AMOUNTED TO:

337 RIDERS

\$100,037 RAISED

63,421 MILES RIDDEN

PARTNERSHIP ACTIVATION

GCC ran a promotion to create Facebook Fundraisers - featuring a bike giveaway to further incentivize it. Zebra Technologies was placed at the center of the promotion as the sponsor of the bike giveaway.

The mention went to over 105,000 participants who had yet to create a Facebook Fundraiser. It was also leveraged as a mention in an email to those who had already created one, letting them know they were entered into the drawing.



RESULTS:

Thanks to the bike promotion, sponsored by Zebra Technologies, GCC raised an estimated \$150,000 from participants starting a Facebook Fundraiser!

ABOUT ZEBRA TECHNOLOGIES

Zebra empowers the front line in retail/ecommerce, manufacturing, transportation and logistics, healthcare, public sector and other industries to achieve a performance edge. With more than 10,000 partners across 100 countries, Zebra delivers industry-tailored, end-to-end solutions to enable every asset and worker to be visible, connected and fully optimized.

TO LEARN MORE, VISIT: WWW.ZEBRA.COM