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For immediate release:

“The Wonderful Land of Trek: Trek Up the Tower 2022 moving to Virtual Platform”

Omaha, Nebraska, January 14, 2022 –Pivoting from the original plan for an in-person event, Trek Up the Tower organizer, The Wellbeing Partners and site host, First National Bank of Omaha (FNBO), have determined an all-virtual format is the proper call in light of rising COVID cases in our local communities. The event will now be held fully virtually, with participants tracking their movement and activity, beginning on February 12th and running through Monday, March 28th. Although a virtual event was not the original plan, organizers are confident that the challenge will be a great experience for all participants!

Participants will track their movement on a platform called MoveSpring, an app that pairs with your phone or fitness tracker. Their movement will help them progress through a journey to the Emerald City, learning tips and facts throughout the trip. The virtual challenge allows participants to engage in friendly competition with friends, family, and co-workers with a real-time step leaderboard.

In-person registrants for Trek Up the Tower 2022 will be automatically shifted to the highest level of virtual participation, which includes a t-shirt, medal, and participation in exclusive drawings for gift cards and Trek merchandise. Additionally, Vertical Mile and Premier Pass registrants will be refunded the price difference. The Wellbeing Partners will honor refunds requested prior to February 12th for those registered for in-person Trek and choosing not to participate in the virtual challenge.

Trek Up the Tower is pleased to have the Midlands Business Journal (MBJ) on board as the media sponsor for this virtual wellbeing event. “We’re excited to support this virtually engaging event” said Andee Hoig, Publisher/CEO of the MBJ. In addition, we are proud to have the support of our other sponsors: CHI Health, UNMC College of Public Health, Children’s Hospital and Medical Center, Blue Cross Blue Shield NE, Mutual of Omaha, Nebraska Medicine, Valmont, Union Pacific, OPPD, Vandenack Weaver, LLC and FNBO.

A community event presented by The Wellbeing Partners, Trek Up the Tower supports The Wellbeing Partners' mission to build wellbeing into the way communities grow and do business.

For more details about Trek 2022 and upcoming announcements, visit www.TrekUptheTower.org and find Trek Up the Tower on Facebook and Instagram.

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About the Wellbeing Partners

The Wellbeing Partners is a 501(c)(3) nonprofit organization that seeks to build wellbeing into the way communities grow and do business by supporting the growth of a culture of wellbeing within organizations as well as acting as a convener to address local community health challenges. Relying on expertise and evidence in worksite wellness and public health, The Wellbeing Partners bridge the good work between worksite wellness initiatives and community health collaboration for the greatest impact in our communities. Based on applied practice and partner and resident feedback, The Wellbeing Partners combines the eight dimensions of wellness with the social determinants of health model to shape its work so all people and places thrive.