

**For Release**

**July 18, 2022**

Inspiredu (e)Mazing Race is Back for the Second Year

*They are doubling their community impact with the help of 22 local corporations.*

**Atlanta, GA— July 18, 2022** — Inspiredu will be holding their second annual (e)Mazing Race, an adventure-style team-building game and back-to-school fundraiser that impacts communities around metro Atlanta, on Saturday, July 23, 2022. The event is modeled after the popular show *The Amazing Race*. Ten corporate teams representing companies such as Georgia Pacific and Sage will drive around Atlanta completing challenges and competing for the 1st place trophy. More importantly, they'll be giving back by donating laptops in book bags filled with school supplies to community partners.

“We’ve had a great response from the corporate community. They are engaging their employees in the spirit of competition, which is especially beneficial for us since donations to Inspiredu are made through their company,” said Carmen Saladin, Development Director at Inspiredu. “What’s even better is seeing how they stack up against one another in the race; it’s a great way to give back to communities they may not otherwise visit, all while having fun.”

This year's presenting sponsor is Gas South. They are joined by Google Fiber, Ernst & Young, and 18 other sponsors to help students return to school fully equipped. Last year, the event raised \$15,000 and supported 100 students, and this year they're hoping to double that number and provide at least 200 students with laptops and school supplies. They are encouraging anyone who wants to help to shop from their Amazon Smile wish list by texting EMAZING to 51555 to get the supplies sent to Inspiredu’s warehouse. The team will fill up the book bags and distribute them to kids in need.

“I’m so happy to be working with Inspiredu and participating in their (e)Mazing Race. It's a great way to bring together both the community and the company around common goals,” said Ibrahim Tounkara, Intelligence Automation - Technology Consulting Manager, Ernst & Young. “It gives us all an opportunity to tangibly be a part of the impact by getting students the essentials they need to get off to a great start for the school year, while also bringing out the competitive spirit in all of us!”

Inspiredu is inviting media outlets to cover the race and get exclusive footage as employees from some of Atlanta’s top Fortune 500 companies compete in these intense and quite amusing challenges. Be there to capture the fun at a community pit stop or at the event’s opening or closing ceremonies. This back-to-school effort is a great way for everyone to come together to support local students.

Inspiredu is a 501(c)3 nonprofit organization rooted in the belief that a laptop, digital skills training, and parental involvement are essential for helping children overcome barriers to learning. The organization is focused on bridging the digital divide in greater Atlanta’s underserved neighborhoods through its high-impact digital inclusion programs.

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## **For more information, press only:**

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## **For more information on Inspiredu's (e)Mazing Race:**

[Inspiredu \(e\)Mazing Race 2022](#)

[Highlight video of 2021 \(e\)Mazing Race](#)