

The Rehabilitation Institute Of Chicago (RIC) Announces Second Annual Urban Stairclimb Up The Willis Tower - SkyRise Chicago - November 14, 2010

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Agency: **Grace PR for RIC**



Chicago, IL (August 30, 2010) – The Rehabilitation Institute of Chicago (RIC), the nation’s #1 ranked rehabilitation hospital, is pleased to announce the Second Annual SkyRise Chicago 2010 is open for registration. SkyRise Chicago is a one of a kind urban climb event providing two modes of participation – either climb up Willis Tower, the tallest building in the Western hemisphere, or hand-cycle the equivalent distance and elevation. The event will take place on Sunday, November 14 from 7 a.m. until noon at Willis Tower. All proceeds from the event will benefit world-class rehabilitation care and cutting-edge research of RIC.

Each participant, with the exception of elite climbers and hand-cyclists, will have the option to climb as an individual or as part of a team. Stair climbers will ascend 103 floors of Willis Tower, or 2,109 steps, to reach a breathtaking finish line experience from the iconic Skydeck Chicago, offering panoramic views of the city and featuring the glass-floored balconies of The Ledge, 1,353 feet outside the building. Hand-cyclists will use stationary hand-cycles’ mathematically calibrated to match the resistance and distance necessary to ascend Willis Tower’s 103 floors and share the spectacular finish line featuring views of up to four states.

The registration fee for SkyRise Chicago is \$50, plus a \$100 individual fundraising minimum. There are a number of incentive prizes for top fundraisers, including a Cybex exercise machine, hotel packages and gift certificates to some of Chicago’s hottest events and restaurants. Last year’s nearly 1,800 participants from 31 states and five countries raised \$650,000 in support of RIC.

With an even bigger turnout expected for this year, space is limited in both the stair climb and hand-cycle events. Participants will be accepted on a first-come, first-served basis and can register at www.skyrisechicago.org. All participants must be pre-registered by October 20, 2010. Those who are unable to participate, but would like to show their support for SkyRise Chicago and RIC can make a donation at www.skyrisechicago.org.

Everyone can soar to great heights! Register for this unique event and support RIC’s excellent patient care and innovative research that has allowed thousands of adults and children their greatest hope for the future.

About The Rehabilitation Institute of Chicago

The Rehabilitation Institute of Chicago (RIC) is the nation’s #1 ranked provider of comprehensive physical medicine and rehabilitation care to patients from around the world and is the leader in research and development of the most cutting-edge treatments and technology in its field. Through aggressive medical protocols, RIC guides the patient care process toward a better patient outcome – involving repair, regeneration and recovery of brain, spinal cord and musculoskeletal function.

RIC holds an unparalleled market distinction with a record six federal research designations awarded and funded by the National Institutes of Health and the Department of Education's National Institute of Disability and Rehabilitation Research in the areas of spinal cord injury, traumatic brain injury, stroke, neurological rehabilitation, outcomes research and rehabilitation engineering research.

RIC, founded in 1954, has been designated the "#1 Rehabilitation Hospital in America" by U.S. News & World Report every year since 1991 and attributes its leading standard of care in part to its innovative research and discovery, particularly in the areas of bionic medicine, robotics, neural regeneration, pain care and better outcomes. RIC operates its 165-bed, flagship hospital in downtown Chicago, as well as a network of 30 sites of care located throughout the city and surrounding suburbs that provide additional inpatient care, day rehabilitation and outpatient services. RIC also maintains strategic alliances with leading healthcare providers throughout the state of Illinois and Indiana.

About Willis Tower

Willis Tower is the premier corporate office building in Chicago, offering more than 4.5 million square feet of office and retail space. Located in Chicago's West Loop at 233 S. Wacker Drive, the skyscraper is easily accessible from the commuter rail stations, highways and all forms of public transportation. Standing 1,450 feet and 110 stories tall, Willis Tower is the tallest building in the Western Hemisphere and an integral part of Chicago's culture. Originally opened in September 1973, it is home to more than 100 different companies, including prominent financial services firms, law firms and insurance companies. Willis Tower boasts spectacular vistas of Chicago, with views that can reach nearly 50 miles on a clear day. Willis Tower also boasts a tremendous infrastructure system, which includes enormous telecommunications capacity and unsurpassed electrical capacity and reliability. The Skydeck at Willis Tower on the 103rd floor attracts more than 1.3 million visitors per year.

About U.S. Equities Asset Management, LLC

U.S. Equities Asset Management, LLC, is a leading full-service commercial real estate firm headquartered in Chicago, with operations in Detroit, Philadelphia, Argentina, Chile, Uruguay, Paraguay, Bolivia, and Colombia. The company serves as a strategic real estate advisor to clients throughout the United States and Latin America, providing development, program management, build-to-suit and construction oversight services; asset management and leasing; tenant representation, consulting and advisory services; and acquisition, disposition and financing of real estate assets. The asset management services group provides asset oversight, property and facility management, marketing and leasing and strategic planning to a diverse group of clients. Currently, the portfolio includes more than 400 properties totaling over 24 million square feet of office, retail, institutional, dormitory, facility and residential management services for approximately 50 clients, including 2.5 million square feet of management assignments along Chicago's famous Michigan Avenue.

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