

News Release

For Immediate Release

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More Than 1,200 Make ‘Trek Up the Tower’ to Benefit Wellness Council of the Midlands *Record Number of Participants Climb 40 Floors, 870 Steps to the Top of the First National Tower*

Omaha, Neb. (Feb. 20) – More than 1,200 runners, walkers and climbers gathered in downtown Omaha on Saturday, Feb. 20, for the fourth annual Trek Up the Tower – a vertical challenge race to the top of the First National Tower. Sponsored by First National Bank, proceeds from Trek Up the Tower benefit the Wellness Council of the Midlands (WELCOM) in its quest to help build a healthier community through worksite wellness and health promotion.

This marks the fourth year for the annual event, which drew approximately 1,000 climbers for last year’s race. This year, more than 1,200 participants representing approximately 10 states and dozens of companies registered to climb 40 floors and 870 steps to the top of Omaha’s largest skyscraper. The First National Tower extends 633 feet in the sky and is the tallest building between Chicago and Denver.

“We’re thrilled with the record turnout this year as more people take on the challenge of climbing the First National Tower,” said Howie Halperin, executive director of WELCOM. “In just four years, Trek Up the Tower has quickly become a popular regional event, attracting people from across Nebraska and surrounding states. It really represents what WELCOM is all about – empowering individuals to adopt healthy behaviors, like taking the stairs. Our goal is to improve the overall health of our community through wellness promotion at the workplace.”

Omaha Mayor Jim Suttle welcomed the participants, followed by a team of Omaha firefighters and police officers who kicked off the event by making their way up the tower.

Trek Up the Tower participants ranged in age from 18-72 and were divided into several categories. Awards were handed out to top finishers at a post-event celebration. The Omaha Fire Department provided emergency response throughout the event.

For more information about Trek Up the Tower, including race results, visit www.trekupthetower.org. For information specific to First National Bank, please contact Kevin Langin at (402) 602-3541 or (402) 490-5194.

About WELCOM

The Wellness Council of the Midlands is the nation's first Wellness Council with more than 200 member organizations and 150,000 employee members across the state of Nebraska. WELCOM is committed to assisting local organizations in understanding the importance of a healthy workplace.

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