

2nd Annual Ashleigh's Walk "Light The Lakes"



In Memory of

Ashleigh Iserman

The Ashleigh Iserman Boating Safety Foundation was established to honor Ashleigh's life and memory to promote boating safety education in order to help keep our families safe on our waterways.

**Saturday, May 21, 2011 - Bloomer Park
Rochester Hills, Michigan
8:30 AM - 10:30 AM**

Pre-registration -	Adults	\$20	(with T Shirt)
	Youths	\$15	(with T Shirt)
	Family	\$60	(with T Shirts)

Sponsorship opportunities available

☞ For More Information Please Contact:
Jan Willhite-Iserman (248) 652-1439
email: chipps3478@aol.com
www.ashleighiserman.com

5K Run/Walk in Memory of Ashleigh Iserman

Ashleigh Iserman was killed while operating a Personal Watercraft on Long Lake while attending her friend's graduation party just a day before her own graduation party. While looking back at the tuber she was pulling she collided with a boat and was killed instantly. Ashleigh did not have a boating safety certificate, which is required in order to operate a PWC if you were born after December 31, 1978 on Michigan waterways. She was given the keys to this vessel by it's owner without question as to her certification or experience. A deadly mistake.

PWC facts:

PWC's are the only type of recreational vessel which the leading cause of death is not drowning. The horrible reality is that people killed on PWC's don't drown because they are already dead from impact before they hit the water.

PWC's are powerful vessels that can reach speeds of 70 miles an hour within 12 seconds. They have no breaks and run with horse power as high as 135.

In 2005, the US Coast Guard reported that one quarter of all vessels reported in accidents were PWC's.

Professor Roy Clark (U of M) evaluated the force and rate of momentum in PWC accidents. He reported that the most severe type of collision (head on) measured the impact forces, not in pounds, but rather **tons** even in relatively modest speeds of 20mph.

The PWIA (Personal Watercraft Industry Assoc.) model is age 16 for solo operation of a PWC.

Since Ashleigh's death, we have worked tirelessly to help promote boating safety and education in hopes that we can prevent another loss of another child on our waterways. **We successfully lobbied to change the law of solo operation of a PWC from age 14 to age 16 (which falls in line with the PWIA and NABSAC Model Act). This new law, "Ashleigh Iserman's Law", comes into effect October 1, 2011.** We continue to work closely with Oakland County Sheriff Department, Marine Division to help educate our boaters and keep our families safe on our lakes. Despite major budget cuts, the Marine Division officers are dedicated Officers to keeping our boaters and their families safe on our waterways.

Oakland County Sheriff's Department Marine Division (from 2007) -

There are 493 Named lakes and bodies of water (Oakland County GIS)
44 Named rivers/streams/creeks, 298 miles (Oakland County GIS)
70 Square miles of water
8036 Students certified in Boater Safety, 84 classes held
37 Public boat launches
85 Safety presentations and Special events
34 Livery's, 716 boats inspected
298 Boater assists (tows)

Race-Day Schedule of Events:

Registration:

Pre-registrations encouraged. Registrations accepted until 8 a.m. on the day of the event. All Registration Forms must be accompanied by a signed Waiver of Liability-Sporting Event Participant for each registrant. Registration for Minors must be accompanied by a signed Accident Waiver and release of Liability-Sporting Event, Parent-Guardian Waiver for Minors. Include a separate waiver for each registrant.

START:

5K Run/Walk begins promptly at 8:30 a.m. and runs through 10:30 a.m.

For Additional Information:

Contact (248) 652-1439 or email at Chipps3478@aol.com

Pre-Registration Fees*

Youths (students)..... \$15.00 (w/T-Shirt)
One Runner/Walker..... \$20.00 (w/T-Shirt)
Two Runners/Walkers.... \$40.00 (w/T-Shirt)
Family..... \$60.00 (w/max 5 T-Shirts)
10 and Under..... FREE (No T-Shirt)

**Note: Add \$5 if registering on day of event

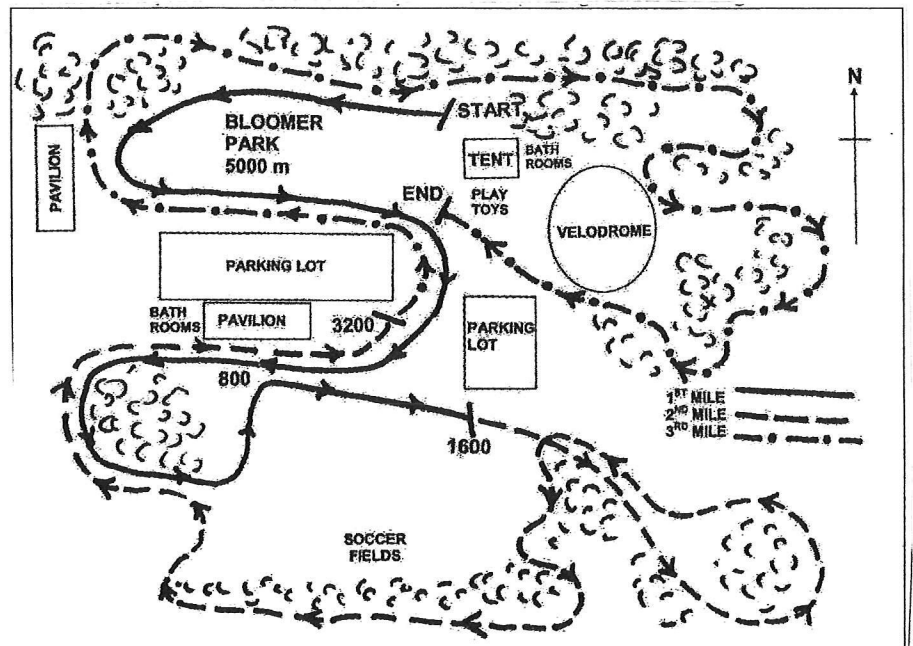
**T-Shirts are available while supplies last

Sponsorship Opportunities Available:

Consider becoming a Gold, Silver or Bronze Sponsor - See Sponsorship Registration Page for details.

The Course:

Bloomer Park, located at the north end of John R Road in Rochester Hills, provides a great setting for the 5K with rolling terrain and gorgeous scenery.



Waiver of Liability - Sporting Event Participant

2nd Annual "Light the Lakes" 5K Run/Walk In memory of Ashleigh Iserman

- * Include a signed wavier for each participant
- **Parent-Guardian of Minors, please complete Wavier

I acknowledge that this athletic event is an extreme test of a person's physical and mental limits and carries with it the potential for death, serious injury and property loss. The risks include but are not limited to, those caused by terrain, facilities, temperature, weather, condition of athlete's equipment, vehicular traffic, actions of other people, including but not limited to volunteers, spectators, coaches, event officials, spectators, coaches, event officials and event monitors and/or producers of the event and lack of hydration. I hereby assume all the risks of participating in this event.

I certify that I am physically fit, have sufficiently trained for participation in this event and have not advised otherwise by a qualified medical person.

I acknowledge that this Accident Waiver and Release of Liability form will be used by the City of Rochester Hills and the Ashleigh Iserman Boating Safety Foundation, and the event holders, sponsors and organizers and that it will govern my actions and responsibilities at said events.

In consideration of my application and permitting me to participate in this event, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors and assigns to: (A) Waive, Release and Discharge from any and all liability for my death, disability, personal injury, property damage, property theft or actions of any kind which may hereafter accrue to me, including my traveling to and from this event, the following entities or persons: The Ashleigh Iserman Boating Safety Foundation, The City of Rochester Hills, its elected and appointed officials, employees and volunteers, and representatives and agents and others working or acting on behalf of the Ashleigh Iserman Boating Safety Foundation and the City of Rochester Hills, and to the extent permitted by law (B) Indemnify and Hold Harmless the entities or persons mentioned in this paragraph from any and all liabilities or claims made by individuals or entities as a result of or relating to my attendance at or participation in this event.

I hereby consent to receive medical treatment which may be deemed advisable in the event of injury, accident and/or illness in this event.

I hereby certify that I have read this document and understand and agree to its content.

Name _____

Age _____

Signature _____

Date _____

Accident Waiver and Release of Liability

Sporting Event

Parent-Guardian Waiver for Minors

****INCLUDE A SIGNED WAIVER FOR EACH MINOR PARTICIPATING****

The undersigned parent and natural guardian or legal guardian does hereby represent that he/she is, in fact, acting in such capacity and agrees to the extent permitted by law to save and hold harmless and indemnify each and all of the parties referred to below from all liability, loss, cost, claim or damage whatsoever which may be imposed upon or incurred by said parties because of the participation of the minor in the event shown, and releases said parties in this regard on behalf of both the minor and the parents or legal guardian, as well.

Minor: _____ Age: _____

Parent or Legal Guardian: _____

Signature: _____ Date: _____

Parties: The Ashleigh Iserman Boating Safety Foundation, its elected or appointed officials, volunteers and representatives.

Event: 5k Run/Walk in memory of Ashleigh Iserman- proceeds will benefit the Ashleigh Iserman Boating Safety Foundation

Ashleigh Iserman Boating Safety Foundation
2nd Annual "Light the Lakes"
5K Run/Walk - May 21, 2011 - Bloomer Park - Sponsorship

Gold Sponsor: \$500.00 donation
Sponsors Name/Logo on T-Shirt Sponsors
Name/Logo on signs through walk
Opportunity to bring sponsor product

Bronze Sponsor: \$100.00 donation
Name/Logo on Special Thanks Banner

Silver Sponsor: \$250.00 donation
Sponsors Name/Logo on T-Shirt Sponsor
Opportunity to bring sponsor product

Special Contributor: Under \$100.00
Donate to one of Oakland County's
lakes.

Contact Name

Business name (as it should appear in promotions)

Street Address

City/State/Zip

E-Mail address

Contact Phone

Level of Sponsorship:

_____ **Gold** \$ 500.00
_____ **Silver** \$ 250.00
_____ **Bronze** \$ 100.00
_____ **Special Contributor** (Amount Included) \$ _____
Name of Lake _____

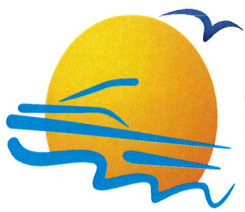
Check enclosed for the amount of \$ _____

*Checks payable to Ashleigh Iserman Boating Safety Foundation

**Gold, Silver and Bronze sponsors, please include a black and white logo if available.
Please note that any logos received after printing deadlines may not be included on T-Shirt or
Banner

***Please note: Any sponsorship monies received after printing deadlines may not be included in
printed materials.

Mail to : Ashleigh Iserman Boating Safety Foundation
1148 Whispering Knoll Lane - Rochester Hills, MI - 48306



Ashleigh Iserman
Boating Safety Foundation

1148 Whispering Knoll Lane
Rochester Hills, Michigan 48306

To: