

# Registration and Sponsorships Open for 4K 4Charity at the 2016 NAB Show

calendar\_today Feb 17, 2016

Elemental Technologies, the leading supplier of [software-defined video solutions for multiscreen content delivery](#), today announced the fourth in the series of 4K 4Charity Fun Runs, which takes place Tuesday, April 19, 2016 in conjunction with the [NAB Show](#) in Las Vegas. Sponsorships are now available and participant registration is open at [www.4K4Charity.com](#).

Among the sponsors for the 4K 4Charity Fun Run at the 2016 NAB Show are industry leaders Aspera (an IBM Company), Brightcove, Verimatrix, the National Association of Broadcasters (NAB) and media partners NewBay Media and Rapid TV News. The deadline for sponsorship commitments is Monday, February 29, 2016. Inquiries may be directed to [laurab@elementaltechnologies.com](mailto:laurab@elementaltechnologies.com).

"This race is the ideal complement to NAB Show as it gives attendees a chance to relax, network informally and give back to the community," said Chris Brown, executive vice president, Conventions and Business Operations at NAB. "The 4K 4Charity Fun Run highlights the achievements of 4K in a positive way, and we're delighted with the race's growing popularity and record number of participants."

The run commemorates advancements in video technology by global media and entertainment industry leaders as well as the technology vendors that support them and is open to all NAB Show registrants. The 4km (2.49 mile) running and walking event begins at 7:30 am and loops through Sunset Park, which borders McCarran International Airport in Las Vegas.

Transportation will be provided free of charge from 6:45 am on event day from major NAB Show hotels to and from the race location. After completing the course, runners can celebrate over light snacks and beverages. For more information, please visit: [www.4K4Charity.com/NAB](#).

"Registrations have doubled for every event in this series, and total gross donations now top \$200,000. Thanks to the generous support of 4K 4Charity Fun Run sponsors and participants around the world, we're making an impact," said Laura Barber, senior manager, publicity and events for Elemental. "Please sign up today so you and your team members can join in the fun and help set new records for giving back this April in Las Vegas."

All proceeds raised by the event will be donated to global charity [Mercy Corps](#), an international development organization that helps people around the world survive and thrive after conflict, crisis and natural disaster, as well as Las Vegas-based charity [The Shade Tree](#), a shelter for women, children and pets that are victims of domestic abuse.

Space is limited for this special event! Please sign up today at [www.4K4Charity.com](#).

## About the 4K 4Charity Fun Run

The 4K 4Charity Fun Run Series commemorates advancements in video technology by the global media and entertainment industry and the technology vendors that support them. Open to registered attendees at select industry tradeshows, the 4km (2.49-mile) run promotes wellness, networking and charitable giving in a fun, casual environment. To date, this event has raised more than \$200,000 for global charities, including [OXFAM International](#) and [Heifer International](#) as well as local charities, such as [The Shade Tree](#).

## About NAB Show

NAB Show, to be held April 16-21, 2016 in Las Vegas, is the world's largest electronic media show covering the creation, management and delivery of content across all platforms. With 103,000 attendees from 166 countries and 1,700+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. For complete details, visit [www.nabshow.com](#).

## Press Contact

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