

## Roselle helps raise \$130,000 for cancer research

Congratulations to **Todd Roselle** of Diamond State Financial Group for an extraordinary result in his community. Todd created the Delaware Mud Run, a team-based 5K run/walk complete with an obstacle course and plenty of mud. Held October 11 in Middletown, Delaware, the inaugural event drew more than 500 teams of four and raised \$130,000 for the Leukemia Research Foundation of Delaware. Each team paid \$100 (\$120 at the door) to get muddy. The only rule was the team had to finish the event together (it wasn't a relay event).



The Delaware Mud Run was held at Frightland, a haunted amusement park that features a corn maze, hay ride and multiple haunted houses. Todd chaired a committee of 10 people that raised numerous sponsorships in the business community (including Diamond State), coordinated more than 100 volunteers on race day and promoted the event through Facebook, fliers and huge billboard next to a busy highway. The event also featured a fighter jet flyover at the conclusion of the national anthem.

"I wanted to create a fun event in the community where I live that people look forward to every year," said Todd, who heard about mud runs in San Diego. "To raise \$130,000 in our first year is an accomplishment everyone is ecstatic about." Todd credits **Evan Connell** of North Star Resource Group for inspiring the idea of creating a charity event, something Evan did in Oregon years ago. For more information and to watch a short video of participants running through the mud, go to [www.delawaremudrun.com](http://www.delawaremudrun.com).