

The CBRE|Richmond Outdoor Challenge

By Vera Magdeeva PR & Communications Specialist
CBRE | Richmond

The CBRE|Richmond Outdoor Challenge was the brainchild of several CBRE|Richmond employees and their close knit circle of outdoor enthusiast friends. The initial concept was to develop and host a signature networking event in the Richmond area focused on outdoor type activities revolving around the shooting and hunting experience. The idea stemmed in 2016 from wanting to put on a new and different kind of event, one that wasn't already done or resembled existing fundraisers. CBRE|Richmond was also aware that there

are many individuals in the Richmond business community that would embrace and support these types of activities.

Finding a worthy cause to be our "partner" in this charity event was also one of the primary goals in creating the concept. CBRE|Richmond chose to partner up with the UDT-SEAL Association in the second year of holding the Outdoor Challenge out of their appreciation for SEALs serving the country and UDT-SEAL Association's efforts and support of the event in our inaugural year.



The Outdoor Challenge takes place over two days. Attendees enjoy fun and camaraderie, share meals and have a chance to network. First day participants consisting of CBRE|Richmond clients and are invited by the members of CBRE|Richmond to participate in the events. The second day of events gives local companies the opportunity to compete through sponsoring teams of four, and competing against one another on team and individual levels. The current list of events include archery, rifle from both sitting and standing positions, handgun, skeet, and trap, with all participants trying their hand at each one. Additionally, Navy SEALs are volunteering at every station to lend their expertise and share stories of their time in the service.

Each year CBRE|Richmond will strive to introduce more exciting features to this event in hopes to keep enthusiasm strong and grow the charitable gift they are able to present to the UDT-SEAL Association. ■

