



STUDENTS wear costumes in hopes of enhancing their **COMPETITIVE EDGE**.

Photo by Marc Hall.

running for a dozen

CHARITY CHALLENGES STUDENTS TO PACK ON CALORIES AND RUN

Four miles, 12 donuts, 2,400 calories and thousands of dollars for charity. The Krispy Kreme Challenge was the brainchild of then-sophomore basketball guard Chris McCoy, who used this event to relieve pre-finals stress.

The race: Run from the Belltower downhill two miles to the Krispy Kreme, scarf down a dozen glazed doughnuts and then dash back uphill to the tower — in less than 60 minutes. Ironically on the day of the race, in December 2004, McCoy overslept, but 10 of his friends — including Peyton Hassinger and Greg Mulholland, who

became the lead organizers of the race in subsequent years — completed the inaugural race.

“Sports Illustrated: On Campus” picked up the race’s potential and featured it as No. 85 in “102 More Things You Gotta Do Before You Graduate.” And in 2010, ESPN covered the race in a video feature. The Challenge donated \$184,000 to the North Carolina Children’s Hospital in 2013.

The winner receives a glimmering golden doughnut medal and an additional six dozen Krispy Kreme donuts, coming in at a colossal 14,400 calories.

