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RUNNING

Publisher: Justin Guttman
justin.guttman@mediaplanet.com
1 646 922 1410

Contributor: Jacqueline McDermott
jrmwriter@gmail.com

Design: Carrie Reagh
carrie.reagh@mediaplanet.com

Photos: ©iStockphoto.com

For more information about supplements in the daily press, please contact:
Kayvan Salmanpour, 1 646 922 1400
kayvan.salmanpour@mediaplanet.com

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www.mediaplanet.com

A Good Cause



26.2 With Donna The National Marathon to Finish Breast Cancer

is the only marathon in the country solely dedicated to breast cancer research and care. **100 percent of race proceeds go to the cause.** The course is a mostly flat, scenic tour of the beaches of northeast Florida. The race's namesake is Donna Deegan, a three time survivor and marathoner. Her charitable foundation for underserved women with breast cancer receives a portion of the proceeds. The majority of the funds go to the Mayo Clinic for breast cancer research. The next race is February 21, 2010.

www.breastcancermarathon.com

State of the Union:

Running Report



In the running industry, there is a sense of optimism, opportunity, and responsibility to lift those around us through our sport.

Our optimism is built on the returns from races of all distances and sizes that are tracking as strong as ever. In April, the granddaddy of all races, the Boston Marathon, featured a field of 26,388. On recent weekends in Central Park, New York Road Runner's events have all boasted bigger fields than last year, averaging more than 5,000 participants reaching race capacity. The NYC Half-Marathon in August hosted a sold-out field of more than 10,000 recreational runners, including the world's leading professional athletes. It took less than three days for the NYC Half-Marathon to reach its race capacity, as runners were admitted on a first-come, first-served basis, a change for a lottery entry process which was used the prior three years.

National and local running and track & field organizations from major cities across the United States, including New York, Boston, Chicago, Washington, D.C., Atlanta, Houston, Indianapolis, Minneapolis/St. Paul, Denver, Eugene, and San Diego, worked together to encourage others to join the movement and get the nation and ultimately the world, running.

National Running Day was launched as a simple idea to encourage everyone, everywhere to run, whether it is one-mile or a marathon. Across the country, in big cities and small, the day celebrated the benefits

Today, the running industry has a sense of responsibility to lift the sport in our nation's greatest time of need. With a growing sense of the power of public service, and of giving back to the community that is sweeping across the country, the running industry has taken notice and action to help spread the positive effects of running during stressful times.

of running as part of a healthy and active lifestyle with a variety of National Running Day activities, including free running events, group runs, and clinics. Professional athletes led by Deena Kastor will conduct children's clinics and lead free runs. Civic leaders were involved—Houston Mayor Bill White proclaimed the day 'Houston Running Day' and Minnesota Governor Tim Pawlenty proclaimed June 3rd as 'National Running Day' in his state. The Little Rock recreational department hosted several events and the Pasadena Forward non-profit group hosted a free run around the Rose Bowl.

Our sense of optimism for running and the positive impact it can have on society is built on the time-tested bedrock foundations of our sport.

- **Easy accessibility**—No need to be a member of a gym or access to a court or pool, runners just need a sidewalk, a park, a track, or a running trail. Runners only need themselves and no partner/team to run, but running with a group is always encouraged to create camaraderie.
- **Easy to learn**—Running is a sport for all ages and it is never too late to start—it's the most inclusive sport.
- **Easy to afford**—All a runner needs is a good pair of sneakers and minimal equipment to begin a running routine. Registration fees are reasonable for races and the experience gained is much more than the fees.
- **Good for mind, body, and spirit**—In times of extraordinary stress in

everyday life, running not only helps the heart and other muscles, but also lessen tension and offers a healthy balance on a daily basis. Running gives people a sense of control when much else can feel out of control.

Running has never been more important as everyone can get involved by putting on their running shoes and stepping out of the house. Regardless of age, ability, color, creed or wealth, running is arguably the world's most global sport and we want to spread the word of the endless benefits. For those of us that are in the running industry, we are not intimidated in these challenging times and we continue to look forward in helping others gain knowledge about of sport.

“...arguably the world's most global sport and we want to spread the word of the endless benefits.”



Mary Wittenberg, president and CEO of New York Road Runners, and race director of the ING New York City Marathon

News In Brief

City Running Tours

Guided Running Tours

Sweat and Sightsee Simultaneously!

Guided running tours are quickly becoming one of the most popular activities for runners of all levels when they travel. City Running Tours, the first company to offer this service in the United States, has been fortunate enough to establish a quality brand by opening its doors in some of the major markets in the country while connecting with runners from all over the world.

City Running Tours is a team of running enthusiasts that provides an opportunity to experience a city in an exciting way. Our clientele is a unique niche of people who depend on running and make it an essential part of their daily routine. If they are unable to get their miles in, they just wouldn't feel like themselves. We offer runners a chance to exercise while learning about the history, urban myths and unofficial landmarks of some of the great cities across the country.

Ideal for the business traveler who is tired of the hotel treadmill, the marathon runner who is training for a race or the recreational runner who wants to explore new and interesting routes, City Runners Tours offers both guided group and personalized runs to accommodate any athletic ability, style, training regimen or specific landmarks.

Share your love of running with us as we share our city with you!

www.cityrunningtours.com
info@cityrunningtours.com
877.415.0058



Marathon Running: 26.2 miles but why?

What motivates the marathon man? What makes one want to run 26.2 miles, to voluntarily pound pavement for 42.195 kilometers? Inevitably, the contender will hit the proverbial wall, but for many, it's just such obstacles that make the race worth running at all.

There is something about being able to break through the walls and get to that finish line that is just so satisfying," explains Donna Deegan, president and founder of 26.2 with Donna. "Your body is saying... that's it, not another step... you want to sit in the road...but there is pure joy in pushing through. You feel such a sense of achievement when it's done."

26.2 with Donna is a national marathon aimed at finishing breast cancer. The third annual race takes place in Jacksonville Beach, FL on February 21 of next year—perhaps a particularly poignant race in the event's history,

as Deegan is a three-time breast cancer survivor. It's fully sponsored, so all of its proceeds go directly to disease research at Mayo Clinic and Deegan's own charity, which is dedicated to helping women with breast cancer.

Charity fundraising is an increasingly popular marathon motivator, with a growing number of runners raising funds for charity-sponsored events.

"People run because of the cause, but I'd say an equal number run just because it's a great event," points out Deegan, who describes the course's breathtaking ocean views.

The marathon's roots trace back

to ancient Greece, and it was one of the original Olympic events in 1896. The first Boston Marathon was run in 1897. For hundreds of years it has signified an ultimate test of willpower and strength, but in recent times it has also become an opportunity for travel and entertainment, with hundreds of marathons being offered across America, from Honolulu to New York City.

The Walt Disney World Marathon Weekend may embody the concept of the "entertainment" race more than any other. Held annually in January, just when northeasterners are eager for a break from the cold, it's especially

popular with first-time marathoners.

"People might think, 'Disney—what better place to run my first marathon,'" says Kathleen Duran, area manager at Disney Sports. "We are a pretty flat course compared to other races. We are also a qualifier for the Boston Marathon, so a lot of people come for that, as a flat course can make for a fast course. For the more serious runner, this event can also be a good chance to bring his or her family to a race."

Speaking of the more seasoned runner, participants in Disney's aptly named Goofy Race and a Half Challenge run a half marathon on Saturday followed by a full Marathon on Sunday. Those strong enough to complete it earn the coveted Goofy Medal; other marathon incentives being, of course, bronze, silver and gold—tangible proof of achievement.

Deegan has never been a sprinter, but she's always loved endurance running. (As she puts it, she can last more than she is fast.) While not just anyone can cover 100 meters in under 10 seconds, most healthy adults can train to run, at least walk, or fine—maybe crawl, a marathon. And therein lies its enigma and appeal: most everyone could do it, but most people won't. It's still, as Duran puts it, "a unique accomplishment."



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September 3-5, 2010

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Run like a Girl: Women and Marathons

More women are running road races than ever before, according to Running USA, a non-profit organization dedicated to promoting and improving the sport. But before 1984, the Olympics did not even feature a long-distance running event for women.

The embargo was in part fueled by the belief that endurance running could damage the female body, a claim that was later refuted. In fact, female runners may even have a physical advantage over men when running long distances, in part because of gender differences in fat storage and brain chemistry—a phenomenon that is still being studied.

The rise in female running has spurred a surge in female-focused races. Approximately 20,000 women

will participate in Nike's Women's Marathon in San Francisco on October 18, raising money to help find cures for leukemia in the process. While running can be a solitary sport, many participants form teams, working together to train, raise funds, and of course, finish the race.

"I think a lot of women want to do something like run a marathon with someone else. They think, 'let's do it together,'" explains Kathleen Duran, area manager at Disney Sport.

Disney's Princess Half Marathon

Weekend occurs annually each March and leverages the attributes of famous Disney Princesses to celebrate women and to showcase the characteristics imperative to finishing a 13.1 mile race, such as perseverance, courage and commitment.

Disney first decided to put together a women-only event about four years ago, after noting that more females were participating in their races than ever before. After succeeding with the 5K and 15K Minnie Marathon event, Duran says they felt ready to "take the leap into the half-marathon world," which is actually the fastest-growing road race distance for men and women alike, according to Running USA.

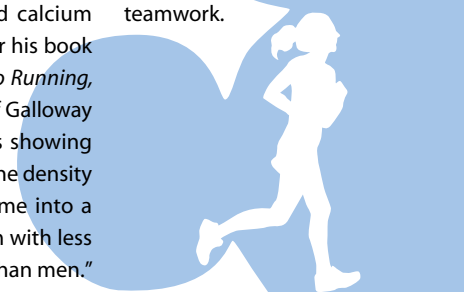
"We knew we'd see women coming together, and we knew the feeling we wanted to create with the weekend, but we were blown away by what

the women brought to the race," continues Duran. "Five sisters from different states came together to run, and they all made their own princess costumes. There must have been women around the country getting together to plot out their costumes and team names. We saw mother/daughter teams, even three generations of women running together."

Although most rules for marathon training are universal, women do need to keep certain gender differences in mind and pay special attention to their iron and calcium levels. While researching for his book *Women's Complete Guide to Running*, former Olympic athlete Jeff Galloway discovered "several studies showing that women have lower bone density than men, and tend to come into a marathon training program with less prior athletic background than men."

Galloway is the training director of 26.2 with Donna The National Marathon to Finish Breast Cancer. He suggests women run every other day to avoid overtraining, and insert liberal walks into every run to avoid injury. "One can never run too slow or walk too much on long runs," he advises.

Of course, endurance tests take physical skill, but they also require mental strengths, many of which seem to be intrinsic to the female mind and spirit: perseverance, determination, and in many cases, teamwork.



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A Marathon: Sans Pain



BY: JEFF GALLOWAY

Running can be a joy, and finishing a marathon can significantly improve the quality of life at any age.

According to experts, our bodies are designed to cover very long distances without breaking down when strategic recovery periods are inserted. Research on running and joint health shows that runners have healthier joints than non-runners, decades later.

But most beginners huff, puff, and hurt when they begin, because they don't insert the rest intervals early, during each workout. A one minute walk break, taken early and often enough from the beginning of a run, has virtually eliminated injury and allowed tens of thousands to cross the marathon finish line.

• Workouts: 20-30 minutes on Tuesday

and Thursday plus a weekend run

- Weekend Run gradually increases to goal distance with gentle increases, followed by short runs
- Walk breaks are inserted into every run, from the beginning, to erase pain and fatigue
- Avoid running too fast by using a "magic mile" prediction exercise

Taking walk breaks early and often result in faster finish times. No pace that is too slow. Slower long runs with more walk breaks help runners recover faster while reducing the chance that joints, muscles, tendons, feet, etc. will require significant recovery time.

The "Magic Mile" (MM) can set the

correct pace—for you. About every 3 weeks, after you have walked and jogged for half a mile during one of your mid-week runs, time yourself for one mile. Write down each time. Don't sprint and never push yourself to exhaustion, but on each successive MM try to run a little faster.

Take your current MM time, and add 4 minutes. This is the fastest pace you should run on your long run.

At the first sign of pain, swelling, or loss of function (in feet, legs, joints) STOP. In most cases, the problem will be gone after 2 days of rest. Very few people have medical conditions that keep them from marathons. But if you suspect anything, see a doctor.

Olympian Jeff Galloway has coached over a million runners through training groups, coaching, books, retreats and running schools. For more information, and a schedule see GALLOWAY TRAINING PROGRAMS, www.RunInjuryFree.com

The Half Marathon: The Nations Fastest-Growing Road Race

"It's not the finishing time that is important, it's the kind of time you have," says Art Castellano, president of the NJ Road Runners Club and race director of the New Jersey Marathon, held annually the first weekend of May.

Half marathons present a less strenuous way for more people to get involved in the excitement of marathon events, which have become increasingly social affairs, as Castellano explains: "Runners want witnesses to what they are doing. Spectators come out in droves and have block parties and make banners to cheer on the runners."

The New Jersey Marathon added a 13.1 mile race to its itinerary in 2007—a fan-friendly track that starts and finishes in Long Branch. It's now twice as popular as the full marathon.

The increasingly communal spirit of marathons brings economic advantages to the host cities, as Iva Grady, Sales and Marketing Director for the Palm Beaches Marathon Festival, noted after running the New York City Marathon in 2003.

"I thought, 'Let's have a marathon here! Look at the economic impact. Participants go to all the local restaurants and hotels. South Florida is so beautiful and has so much to offer; we need one here.'"

The inaugural event was launched one year later in December. The

course leverages the area's enchanting historic neighborhoods, as well as its proximity to the coastline—over 60 percent of the race provides waterfront vistas. "At least 2/3rds of our runners are in the half marathon," says Grady. "You don't have to train as hard, but you still get to be part of the excitement."

It's no wonder the half marathon is the country's fastest-growing road race. Its shorter recovery time makes it easier for participants to run multiple events a year and plan vacations around races, of which there are many to choose from. Prefer the mountains to the Atlantic? The Salt Lake City Half Marathon, to be held next April, offers participants views of snow-covered mountain tops in lieu of the ocean.

To find the race that's right for you, check out HalfMarathons.net.

News In Brief

Space Coast Marathon and Half-Marathon

November 29, 2009, 6:00 a.m. Start
Riverfront Park, Cocoa, Florida (just 45 minutes from Orlando, Florida)

Welcome to the 38th Space Coast Marathon and Half-Marathon. The course, which is Florida's oldest—and the nation's only—Space-themed Marathon and Half, treats participants to a spectacular course along the Indian River. Runners World magazine dubbed the event "Race of the Month in November 2008 and the race with the "Best Schwag" in 2007.

What other race offers a race start with a Space Shuttle countdown and liftoff on a Jumbotron or a chance to dine with an astronaut? There are Space props along the course and at the finish; volunteers in NASA-like uniforms and space-themed aid stations. In addition, all finishers receive the most awesome astronaut medal and a 'space certificate' to recognize their accomplishment."



Each finisher receives an official long sleeve technical Brooks T-shirt, a race logo beach towel and a full pancake, egg & sausage breakfast! 5-4-3-2-1!

Blast Off on November 29th, 2009!!
www.SpaceCoastMarathon.com

News In Brief

Stay Injury Free

Having pain? Sore from training? Pro-Tec Athletics can help you stay injury free! Pro-Tec Athletics is a leading sports medicine company specializing in orthopedic braces and supports, as well as hot/cold and massage therapy products. Effective products for ligament, tendon, and muscular injuries are available at a running store near you! In addition, Injury Guides offering symptom identification, treatments, and strengthening and stretching exercises are included with most products.

Pro-Tec's 2009 new products are now available, including the Pro-Tec Foam Roller, LiquiCell® Blister Bands, and the Pro-Tec Roller Massager.

As an all-around leader for injuries such as IT Band Syndrome, Plantar Fasciitis and Shin Splints, Pro-Tec Athletics is prepared to do what it takes to keep you injury free, "supporting" your active lifestyle.

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Pro-Tec Roller Massager with Trigger Point Release Grips:

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The Runner's War on Blisters and Chafing:

Preventable Nuisances

The smallest of blisters or the slightest hint of chafing can move the toughest of runners to tears. Despite their usually diminutive nature, blisters and chafing are two of the biggest and most common nuisances runners encounter.

Chafing is caused by friction, the skin repeatedly rubbing against a fabric or itself. Moisture—think sweat—intensifies the problem. The aggravation commonly occurs at the nipple, armpit,

inner thigh, and for women, the bra line area. Blisters, also caused by friction, are a common enemy of many athletes, from the tennis player to the kayaker, but an especially ominous foe to the long distance runner.

To help avoid blisters, wear proper-fitting footwear. A too-tight or too-loose sneaker increases the probability of raising a blister. Most experts advise serious runners to wear a sneaker a half-size bigger than their normal shoe, as your foot swells when you run. Applying a moleskin patch to areas prone to the irritations may also help.

Wearing synthetic socks and clothing can curtail chafing, so avoid cotton in favor of alternatives that

wick away moisture. Another preventive measure is to apply a lubricant directly to the skin.

"You don't want to change your daily habits; you want to add something to your routine to help the problem," understands Katie Smith, general manager of 2Toms, maker of BlisterShield, a powder, and SportShield, a liquid.

"BlisterShield coats the foot and reduces heat built-up and repels moisture. SportShield is clear, odorless and doesn't stain your clothes. It forms a thin layer on the skin that minimizes friction," she says.

Smith and her colleagues know that most runners won't let friction end their jog, but it could make it unnecessarily painful. "They get into their zone and they don't want to stop," she explains. "They have

a goal, and like any other athlete, they want to hit that goal. To have a problem like chafing or blisters in the middle of your run is a huge nuisance. You want the second half of the run to be pleasurable, too."



Baby on Board: Running with Child

It's no surprise that after having a new baby, parents' activity levels tend to drop. Mothers and fathers alike struggle to find time to exercise, but some have found a great way to combat this trend. Forgoing the hassle of securing a sitter and the guilt of leaving their child behind, more and more moms and dads are running with their children.

"It's important to find a balance," advises Mark Zehfuss, president of Baby Jogger. "I know with a new baby your time is compressed, you're sleep deprived and it's stressful, but you need the benefits of exercise. If you run with your child, it can establish a bond and promote good habits early. Of course, you can't run with a newborn. But when the child is old enough, it does,

from the beginning, teach a pattern of behavior."

The first baby jogger was invented in the early '80s by Phil Baechler, who wanted to take a jog with his son but realized the standard stroller simply wouldn't cut it. In his garage, he created a three-wheel version that wouldn't get stuck on the grass. More recently, hybrid jogger/stroller models allow people to purchase only one

carriage, as they're suitable for running and everyday use.

"The hybrid swivel wheel has given parents more options," explains Zehfuss. "They don't need to buy a second stroller to run, as the front wheel locks into place for exercise purposes."

Parents shouldn't jog with a baby until it can hold its head up on its own. Make sure you use proper, safe equipment and mind the child's exposure to the elements. Always use sunscreen, and never take your hands off the stroller. Avoid jogging at night, and leave the iPod at home so you can concentrate fully.

Of course, your workout could be cut short depending on your child's tolerance level, but a short run is better than no run at all!



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Full-body Fueling: It's More than Just Good Eating

Healthy, well-balanced meal choices are imperative to a runner's performance, but athletes need to consider more than the food pyramid. It takes vitamins and minerals, some of which aren't found in most people's daily diets, to keep the body's muscles, joints and everything in between fueled and hydrated—functioning at their prime.

About 60 percent of your caloric intake should come from carbohydrates—the most efficient energy source for runners; 20-25 percent should come from fat; and 15-20 percent should come from proteins, critical to the structure and function of tissues and organs.

Whether you're a new runner or a seasoned marathoner, your daily caloric input should reflect your energy expenditure, so if you are going to run more, increase your fuel

intake. "Fueling" means more than satisfying an appetite, as Kevin R. Stone, M.D., an orthopedic surgeon at the Stone Clinic and founder of the Stone Research Foundation in San Francisco, explains.

"We think of fuel differently than we used to. We now think of fueling the brain, the muscles and the joints. A lot of what is new in nutrition and hydration is about learning what individual body parts need. For joints, especially runners' knees, we have

learned we can hydrate and lubricate them to make them work better and longer," he says.

Glucosamine has been proven to increase joint flexibility by helping to naturally lubricate the cartilage. It's produced naturally in the body, but due to the wear and tear of everyday life (let alone running), our body's supply is not enough, so healthy joints require supplements.

Traditionally, glucosamine supplements are large, cumbersome "horse pills" taken 2-3 times per day. Joint Juice, created by Stone as a result of his first-hand experience and research, offers an alternative—drink your glucosamine.

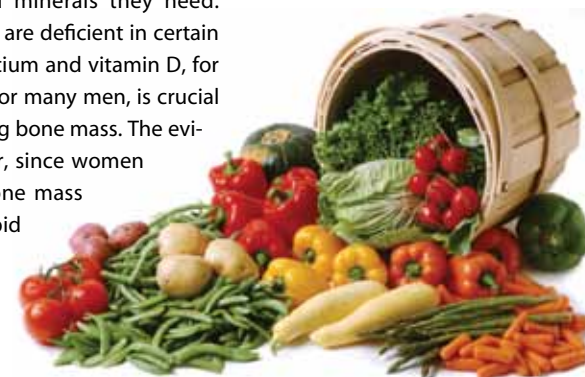
Joint Juice, originally formulated for pro-athletes, recently launched Joint Juice Fitness Water, the first enhanced water with a full-day supply of glucosamine (1500mg), Vitamin B,

and electrolytes. It hydrates the body and the joints with one convenient bottle. The company now offers the same product in a Fitness Water mix, which can simply be added to water—perfect for runners on the go. Plus, most supplements are absorbed more efficiently through a liquid than a pill, according to Stone.

Even the healthiest-eating runners are probably not getting all the vitamins and minerals they need. "Most people are deficient in certain vitamins. Calcium and vitamin D, for women and for many men, is crucial to maintaining bone mass. The evidence is clear, since women are losing bone mass at such a rapid rate, that diet is not enough. Seventy million

Americans now have osteoarthritis; we need to do more to support the joints," urges Dr. Stone.

Your body is the most complicated of machines. As a runner, you are aiming not just to maintain but to optimize function. You get out what you put in, so treat your body well and fuel it with the necessary foods, vitamins and minerals. Do that, and it will keep running for a long time to come.



News In Brief

Cruise To Run

Board a beautiful Princess cruise ship for your chance to experience THE ULTIMATE RUNNERS VACATION. Visit exotic locations in either the Caribbean or Alaska with like minded people doing what you love to do. How can you go wrong?

Cruise to Run is meant for everyone to enjoy from the recreational to serious runner. Each trip includes a variety of incredible runs, cocktail parties, guest speakers and much more. After the runs you will still have time to visit the ports and enjoy everything they have to offer.

The Princess Ships boast casinos, restaurants, 24 hour buffet, swimming pools, hot tubs, entertainment, fully equipped gym, and movies under the stars all for your enjoyment.



2010 Cruises

Cruise To Run Caribbean:

- January 24 to 31st
- Ship – Caribbean Princess
- Leaving San Juan and visiting, St. Thomas, Tortola, Antigua, St. Lucia, Barbados.
- Guest Speakers – Bart Yasso Runners World CRO, Lisa Bentley Eleven Time Ironman Champion, Dick Beardsley Marathon Great

Cruise To Run Alaska:

- July 25th to August 1st
- Ship – Sapphire Princess
- Leaving from Seattle Washington visiting Ketchikan, Tracy Arm Fjord, Juneau, Skagway, Victoria B.C.
- Guest Speakers – Bart Yasso Runners World CRO, Sarah Reinertsen—first female above the knee amputee Ironman finisher.

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www.breastcancermarathon.com



Forward by
Joan Benoit
Samuelson

Race founder and breast cancer survivor Donna Deegan chronicles her journey in her book *Through Rose Colored Glasses*. Read about her story and her efforts to establish the only national marathon dedicated to finishing breast cancer. breastcancermarathon.com/store

Come run on the shores of sunny Jacksonville Beach, Florida, inspire others, and take part in the only marathon dedicated to raising funds for breast cancer. Even if you don't run, you can help by donating to the cause. Fundraising is not mandatory. **100% of race proceeds and funds raised go to breast cancer research and care.**

MARATHON, HALF MARATHON, MARATHON RELAY
FEBRUARY 21, 2010 • JACKSONVILLE BEACH, FLORIDA
REGISTER NOW • TOGETHER WE CAN FINISH BREAST CANCER

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