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## RUNNING WITH A SENSE OF PURPOSE

Supermodel and mother **Christy Turlington Burns**  
goes the extra mile to raise awareness for maternal health



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Numerous scientific studies point out the health benefits of running. What is less known—but equally powerful—is that running gives people confidence, purpose and direction. And those intangibles help runners lead fulfilling, meaningful lives—even when they're not wear-



**Mary Wittenberg**  
President and CEO, NYRR  
Race Director, ING New York City Marathon

ing sneakers.

Take Vincent Corso of Westfield, NJ. In 2007, he finished the ING New York City Marathon in an impressive 3 hours and 53 minutes. Even more impressive was his reason for running: Corso had recently lost 150 pounds, and he credits running with saving his



"We're lucky to live not just in the greatest city on earth—but in the greatest running city on earth."

life. "Skinny Vinny" has since run more than 15 marathons, and he inspires hundreds of athletes each year as a coach of NYRR's Team for Kids. You'll find many more inspiring stories like his throughout this section.

As New Yorkers, we're lucky to live not just in the great-



est city on earth—but in the greatest running city on earth. If you want proof, just look around you. On our bustling streets and in our beautiful parks, you'll see runners of all shapes, sizes, ages, and abilities. And if you come out to watch the NYC Half Marathon on March 18, you'll also see some of the world's best athletes, including 2012 U.S. Olympic Team members Meb Keflezighi and Kara Goucher. Inside, they share valuable training tips. Whether you're a fitness walker or a seasoned marathoner, a teenager, or a retiree—whatever your reason for running, we hope you'll join us.

**MARY WITTENBERG**

editorial@mediaplanet.com



## WE RECOMMEND



**Pave your own way**  
Hit the streets in the latest footwear

PAGE 9

"The best running shoe is going to fit well, feel comfortable, and make you want to run."

MEDIA  
PLANET

RUNNING, THIRD EDITION, FEBRUARY 2012

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**Distributed within:**  
AM New York, February 2012  
This section was created by Mediaplanet and did not involve AM New York or its Editorial Departments.

**Special thanks:**  
VIVOBAREFOOT, Christy Turlington Burns, Kara Goucher, Ryan Hall and Meb Keflezighi



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## NEW YEAR, NEW YOU: DON'T DROP THE BALL IN 2012

Experts estimate that almost half of New Year's resolutions are history by mid-summer. It doesn't have to be that way. If you started running this year, here are some tips to keep you on track.

■ **Start slowly and increase gradually**

Running programs often flounder because of injury. Give your body a chance to adjust to your new activity and you're less likely to be sidelined by injuries.

■ **Write it down**

Keeping a runner's journal can be encouraging and motivating. When you feel like giving up, taking a look at what you've already accomplished can be instant motivation.

■ **Know your enemies**

List the top three obstacles to running and jot down possible solutions. Be creative and you'll be surprised at how many obstacles you can overcome.

**AVERY HURT**

editorial@mediaplanet.com

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## INSPIRATION

## ↓ MUST READ!



**Trebor Curtis Yocum**  
**Charity:** Team for Kids  
**Age:** 31  
**Location:** Seattle, WA  
**Funds raised:** \$2,620.00

I was a fairly large kid growing up and I know that running with “Team for Kids” will give kids the opportunity to experience first-hand how crucial the art of diet and exercise (especially running) will benefit them for a lifetime. I want these kids I’m running for to have opportunities that I never had growing up.



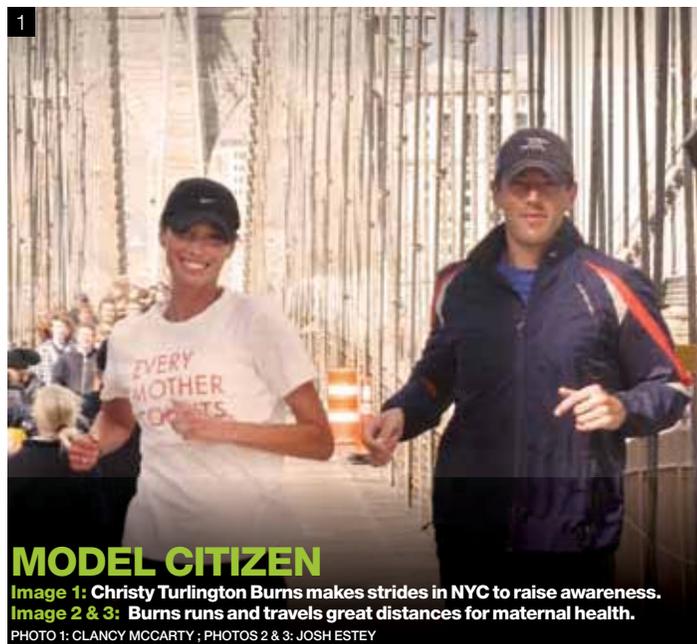
**Lindsay Donatell**  
**Charity:** Crohn’s & Colitis Foundation of America/Team Challenge  
**Age:** 26  
**Location:** Williamsburg, Brooklyn

I run with the Crohn’s & Colitis Foundation of America’s Team Challenge to find a cure for the millions of adults and children who suffer from Crohn’s disease and ulcerative colitis. I was diagnosed eight years ago with Crohn’s and I am determined to not let that turn into a lifetime battle, not only for myself, but for future generations.



**Alison Silberman**  
**Charity:** Team LIVESTRONG  
**Age:** 33  
**Location:** Brooklyn NY  
**Funds raised:** \$82,000

I run in honor of my brother, Bobby who lost his courageous battle with Ewing’s Sarcoma at the age of 26. His grace in the face of tragedy is what inspires me to run. His fight is a reminder that life is about struggles and more importantly, how you confront them.



## MODEL CITIZEN

**Image 1:** Christy Turlington Burns makes strides in NYC to raise awareness.  
**Image 2 & 3:** Burns runs and travels great distances for maternal health.

PHOTO 1: CLANCY MCCARTY; PHOTOS 2 & 3: JOSH ESTEY

## RACING TO RAISE AWARENESS

**Question:** How did former model and activist Christy Turlington Burns raise awareness for the global lack of proper maternal medical care?

**Answer:** She overcame a feat of her own—the 2011 ING New York City Marathon.

Although she’s run throughout her life, former super-model **Christy Turlington Burns** readily admits her decision to run the 2011 ING New York City Marathon last year required heavy training and more than a little extra motivation.

“I always loved running, but rarely ever ran more than three or four miles,” Burns said. “I knew each day I had to increase my mileage and make sure I got that second wind to reach my goal.”

Burns acknowledges that adhering to the training was the hardest part, but she kept her mind focused on women far away from the New York City

sidewalks where she ran. She dedicated her feat—and literally her feet—to mothers around the globe. To Burns, who founded the maternal health advocacy campaign Every Mother Counts, the marathon was a symbolic journey bringing greater awareness to the plight of women lacking adequate maternal care and delivery care.

“Distance is one of the biggest barriers that millions of women around the world struggle to overcome when they need to reach a skilled

provider during pregnancy or in childbirth,” she said. “Many women around the world have to walk a minimum of five kilometers, often far more, just to



seek basic care—even when nine months pregnant!”

However, drawing greater attention to maternal-care needs through the race required her to push herself to the limit.

Burns took to the streets in the morning hours last fall as she trained, admitting the return of her children from school made afternoon training impossible. She opted against running with music, choosing instead to use that time to clear her mind. She saw the training time as a welcome opportunity to relax and refocus mentally.

Burns ultimately finished the race at a respectable time of 4

hours and 19 minutes, and along with her 10 teammates she was able to raise over \$140,000 for maternal health—their most successful fundraising event to date. Today, she says she’s proud of both her time and the accompanying publicity it provided her advocacy campaign’s work.

“We need to do a better job educating the public about maternal health and do our best to support every mother in need of maternity care,” says Burns, “If a mother is healthy, her child is more likely to be born healthy and thrive, which is all any parent would wish for their child or anyone else’s.”

Asked if she’d ever attempt another marathon, Burns sounds like a runner with a newfound love of the sport.

“I would love to run at least one more marathon now that I know what I am in for,” says Burns. “I don’t have any planned at the moment, but [I’m] definitely keeping that door open!”

WENDY TAYLOR

editorial@mediaplanet.com

“I knew each day I had to increase my mileage and make sure I got that second wind to reach my goal.”



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## INSIGHT

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WITH KARA,  
MEB, AND  
RYAN.

MEB  
KEFLEZIGHI:

Through all of your experience—both on and off the track—what is the best piece of wisdom you can share with our readers?

The definition of Success, by Coach John Wooden: "Success is the peace of mind knowing that you have made your best effort to become the best you can be." Success is not about finishing in first place, it is about getting the best out of yourself. In that way, we can all be winners.

This year's Olympic Marathon trials were all about breaking records, as the six men and women who will represent Team USA in London crossed the finish line on January 14th. Two of the fastest races in Olympic Marathon Trials history took place on the same day. Meb Keflezighi earned his third Olympic berth by winning the trials in a personal best time of 2:09:08. The race also marked the first time ever that four men ran under 2:10

in the Olympic Trials. It was the first time five women ran under 2:30. Three of the qualifiers, Meb Keflezighi, Kara Goucher, and Ryan Hall are now setting the record straight about their gold medal standard of training.

MAVEN BROWNING

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**KARA GOUCHER:**

**What is your best tip for aspiring marathoners?**

Allow a little flexibility in your training plan. If something is sore or if you feel tired, allow yourself to recover.

**Any advice for young women who have their sights set on the Olympics?**

Anything is possible to those who dream. I started running when I was 12 and I dreamed of going to the Olympics. I made my first team in 2008—18 years later!



**RYAN HALL:**

**What is your best tip for someone who is just getting started?**

Realize that what is hard for you now will not always be hard for you. When I first started running, five miles felt like a long run. Now I run five miles the day before my marathon as one of my lightest days of the year. I would encourage you to find a way to keep your running fresh and fun, whether that means running new routes, training with partners or trying new workouts.

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## INSIGHT



## Tips

- Check with your doctor before you start to make sure that vigorous exercise is healthy and safe for you.
- Purchase running shoes that fit and feel comfortable; replace every 300-500 miles.
- Pick a time of day and a location (indoors or out) that work for you.
- Find a partner to help you stay committed and have fun.
- If you miss a day, just get back out there the next day.
- Find a local race to have a goal to work towards.

**20**  
**city**  
**blocks**  
**= 1 mile**



## Stuart Weiss

**Position:** Medical Director, New York Road Runners



## Run for your life

■ Run to make your heart pound like you're in love. Run because endorphins are better than Botox. Run for life because it's good for you, in so many ways. Running takes your body, mind, and spirit to a better place. And, at NYRR, we say "run," but in reality, whether running or walking, the simple act of getting off the couch and putting one foot in front of the other can make

you healthier, happier, and more confident.

Running improves your cardiovascular health, builds strong bones and muscles, may improve your cholesterol levels, can decrease your chances of developing diabetes, and is an important part of a weight loss program—it helps the body burn calories more effectively than when at rest.

Running also boosts one's emotional health, increases

one's sense of well-being, and relieves stress, anxiety, and depression, due in part to the release of endorphins (natural painkillers created by the brain). Running helps students perform better in school. Keeping up an exercise habit and reaching exercise goals promotes a sense of well-being and pride in people of all ages.

STUART WEISS, MD

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# GETTING IN GEAR

**Running remains one of the most popular ways to get into shape and stay fit because it fits easily into our busy 21st century lifestyles. And even better, while there is a lot of equipment available to make it more enjoyable, very little is absolutely necessary—just a good pair of shoes. The best running shoe is going to fit well, feel comfortable, and make you want to run.**

The most important thing

for runners is to get the right type of shoe for your running gait. Unless you plan to spend considerable time working on your running form, the safest bet for runners who overpronate is wear a stability shoe. Overpronation happens in the middle of the gait, when the foot rolls inward too far; it correlates strongly with some of the most common injuries. How do you know if you're among those who overpronate? Most have fairly flexible feet, but more and more studies are showing that foot type

alone is a very poor predictor. One claim that makes "minimalist" shoes attractive is the notion that wearing less shoe can help prevent running injuries. This is true only to a certain point. If you can feel the ground when you run, it is harder to make some of the greatest form blunders—such as taking large strides and landing hard on your heel—because it hurts. In essence, wearing a minimalist shoe is like wearing a pair of too-small pants to help you diet—there's

nothing about a tight pair of jeans that is going to make you skinnier, but you're less likely to go for the second slice of pizza if you are keenly aware of your waistline. Lighter shoes may help you to fix your stride, but you still have to do the work and make it happen. The choices can be confusing, and everyone's got an opinion. Whether you're just looking for a pain-free way to get through 30 minutes on the treadmill, or if you're inter-

ested in trying to improve your form as you head toward crossing a marathon off your bucket list, you'll get the best advice in a store staffed by passionate runners who can help you make the best choices for your individual goals.

*Johanna Bjorken is the merchandise director at JackRabbit sports.*

**JOHANNA BJORKEN**  
editorial@mediaplanet.com

## Injury prevention

**You're both a 10-time Ironman competitor and a medical advisor to runners. How does your medical insight influence your own training regime for Ironman competitions?**

Training for an Ironman competition or any other endurance type of activity requires both a physical and mental commitment to achieve fitness and remain injury free. If I try to push through a workout while having muscular or joint discomfort, I remind myself that this can be an early warning sign of injury. When pain persists, I modify my workout by cross training, applying ice, stretching and maybe asking for an objective opinion from a sports physician and or a physical therapist. Also, if on certain days I feel that I "just don't have it," I will forget the workout and use that day to recover.

Overtraining can lead to injury, illness, and believe it or not mood changes like depression. Train smart and be healthy.

*Mark Klion, MD, is a board certified orthopedic surgeon of sports medicine.*

**MARK KLION, MD**  
editorial@mediaplanet.com

**Knee injuries are both common and painful afflictions for runners. How do you recommend runners avoid this occurrence?**

The three most common knee injuries experienced by runners include Ilio-tibial band friction syndrome (ITB), "runner's knee," and cartilage damage. ITB friction is usually the result of a tight ITB. The pain is experienced on the lateral (outer) side of the knee and worsens with running. "Runner's knee" is often the

result of over-training or a sudden increase in training. The pain is experienced on the anterior (front) aspect of the knee and worsens with running and stairs. Cartilage injuries are sometimes hard to localize and may cause swelling and pain with running. Some of the following may help avoid these injuries: strength training; new sneakers; rest if you develop pain; and training with an experienced coach or team. When injuries do occur, see an orthopedist that specializes in sports medicine. These injuries are often successfully treated with rest, medications, injections and physical therapy.

*Edmond Cleeman, MD, is an assistant clinical professor at Mount Sinai, and a member of Manhattan Orthopedic & Sports Medicine Group.*

**EDMOND CLEEMAN, MD**  
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## MUST READ!

**Question:** What is an essential element of any runner's routine?

**Answer:** Stretching.

Our bodies are naturally designed like well-engineered cars. While we need to fuel our engines with proper nutrition, we also need to make sure that our wheels are properly aligned and rotating on the correct axis. If the wheels of a car are misaligned or poorly balanced, the car veers to one side and wears out its tires unevenly.

A similar phenomenon occurs with your muscles and joints if your hip and lower leg flexibility is not balanced. Poor flexibility can tax your system, force your muscles to work harder and less efficiently, and can alter your running mechanics—all increasing your risk of injury.

Tight hamstrings can cause a runner to suffer from back pain and tight Achilles tendons can lead to altered knee mechanics changing the kinetic chain and your running gait. Prior to running, we recommend a dynamic warm-up consisting of movements that enhance joint and muscle range of motion. Dynamic stretching warms up the muscles, increases blood flow and delivers oxygen to the muscles (like warming up your engine). Examples are high knees, walking lunges, and standing leg swings. Static stretching can be performed before or after running, and are held for 30 seconds to enhance muscle length and flexibility.

DAN ROOTENBERG, PT, DPT, CSCS  
editorial@mediaplanet.com

# The city is your playground

**Question:** How do you get kids active and passionate for a sport?

**Answer:** Give them the tools and support they need and watch them grow.

Twelve years ago New York Road Runners (NYRR), the non-profit dedicated to "giving people a reason to run" made the commitment to "give back to the community by making running a part of every child's school day," explains Cliff Sperber, Executive Director of Youth and Community services for NYRR.

They accomplish this by offering several innovative programs designed to get students up and running. From young Mighty Milers, mostly elementary-age kids who run or walk several times a week accumulating mileage as they go, to older kids who participate in developmental programs that offer coaching in track and field events and training for 5 and 10-K races, tens of thousands of school



**GET YOUR KICKS**  
NY Road Runners steps in to provide much-needed footwear to NYC youngsters.  
PHOTO: NY ROAD RUNNERS

kids in NYC and across the nation are learning the joys of the sport.

## Lacing up

A sad truth many local kids face is the inability to afford quality shoes. NYRR steps in with its annual sneaker drive, now in its fifth year. In cooperation with local shoe stores and individual donors, NYRR sees that students in underserved communities receive the running shoes they need to run safely. Each year some 200 kids at

local schools receive their very own pair.

Much of the funding for these programs comes from Team for Kids (TFK), a group of adult runners who raise funds for NYRR in exchange for guaranteed entry into premier events, such as the NYC Marathon. TFK raises more than four million dollars each year. Lynette Lockhart, assistant district attorney in Brooklyn and TFK member says, "Every time I meet one of the kids in the programs, my belief in the mission of TFK grows stronger."

## Full circle

Adding running to the daily lives of school kids will certainly improve their lives and may extend them, but that's not all it will do. According to a 2009 report by the New York City Health Department, academic test scores increase along with physical fitness scores. Making running a regular part of the school day builds stronger bodies, stronger minds, and a stronger community.

EVERY HURT

editorial@mediaplanet.com

# HIT THE GROUND RUNNING

**Running is one of the most cost-effective and time-efficient ways to get fit. You can get a great workout in a relatively short period of time and the only expense is a good pair of shoes. But going from standing still to being a regular runner poses unique challenges—if your running program is going to be more than a fling, you'd do well to slow down before you**

## speed up.

The first and biggest rule for newbie runners is to start slowly and increase gradually. **John Honerkamp** of New York Road Runners has been coaching runners for 15 years. "The biggest mistake new runners make," says Honerkamp, "is trying to do too much too soon. You don't have to run five miles the first day." In fact, if you haven't been running at all, Honerkamp recommends starting by alternating running a minute with walking a minute.

**"The first and biggest rule for newbie runners is to start slowly and increase gradually."**

## Flexible muscles, flexible plans

To run comfortably and safely you must have flexible muscles, but you have to have flexible plans, too. Honerkamp advises avoid-

ing what he calls "cookie cutter" running programs. A customized approach is both safer and more effective, he says.

If you're like most New Yorkers, your life is already filled to the brim, and adding a running regimen might seem like more than you can handle. But if you do it right, you'll find that the joy of the sport and the health benefits it brings will expand your life rather than contract it.

EVERY HURT

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