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# MILE MARKER



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**A Chance to Spectate from the Best Seat in the House!**



## the House!

More than 300,000 spectators come out in the sun, rain, early morning...with a lawn chair, a bopper or sign, ready to cheer on marathon and ten-mile runners and wheelers on Marathon Sunday every year. Without these cheering supporters, the races would still be the "Most Beautiful" but would surely lack some of the fun.

This year, Twin Cities Marathon, Inc. wants to recognize one

dedicated spectator (and a friend), by offering the spectator's version of the new "The Best Seat in the House" contest. If you're cheering on a runner this year, and you think you deserve the chance to ride in a lead vehicle in front of the race, sit in the VIP area at the finish watching the runners cross, maybe even hold the finish line tape, [click here](#) to submit the reason why.

And thank you! Spectators, with all of your enthusiasm and endless cheering, help get those runners to the finish line!



## Global Heroes Profile: Brian Hicks

Like most runners, Brian Hicks, a 2009 Medtronic Global Hero and TC 10 Mile entrant, is no stranger to pain. Hicks began running in high school as a way to stay in shape and continued with the sport as a member of the military, but the onset of Reflex Sympathetic Dystrophy Syndrome, a painful chronic neurological condition, eventually prevented him from running at all. "After each run I would deal with burning, intense pain that would put me down for days," Hicks says. "I dealt with the pain for six years before having a spinal cord stimulator implanted in 2004.



Since that time I literally have gotten my life back." Still, his life took "a turn for the surreal" in May 2008, when complications from his nerve condition led to the amputation of his left leg below the knee. "I was adamant before the surgery that I would run again on a running prosthetic," Hicks adds. And so he shall, when he joins 24 other Global Heroes on Oct. 4 who will run the Medtronic TC 10 Mile or marathon.

To learn more about the 2009 Medtronic Global Heroes, visit [www.medtronic.com/2009globalheroes/](http://www.medtronic.com/2009globalheroes/). A cooperative effort between Twin Cities Marathon, Inc. and the Medtronic Foundation, Global Heroes is a first-of-its-kind program that celebrates the accomplishments of runners who benefit from medical device therapies that treat chronic conditions such as heart disease, diabetes, spinal disorders, chronic pain or neurological disorders.

## Grab a Friend and Walk the TC 5K on October 3

Are you looking for a way to get active, but are intimidated by running or prefer walking instead? Walking is one activity that most everyone can do - regardless of age or physical condition. Plus, there are many healthy benefits to walking.

Walking with friends, family members, neighbors or co-workers can be a great way to socialize and incorporate an exercise routine into your day. Why not set a goal to reach in order to celebrate your successes. WALK the TC 5K on Saturday, October 3!

The 5K (3.1 miles) is walker friendly for all ages and abilities. You'll enjoy the picturesque views of Summit Ave and back to the Capitol, finishing on the same finish line as our marathoners and ten-mile participants do on Sunday!



Now more than ever businesses are promoting fitness. Perhaps you and your co-workers are looking for a way to get fit! Join the TC 5K Corporate Team Challenge division, where you and your colleagues can challenge other metro area businesses! Start now by walking even just 20 minutes together at lunch, or after work.

The American Heart Association has a program for businesses called [Start! Walking Program](#). Businesses map out walking routes around their area of business and encourage their employees to walk, with rewards for doing so. Information can be found at the AHA website. Join us by culminating your summer and fall efforts at the TC 5K on October 3rd.

Sign up on the website at [www.mtcmarathon.org](http://www.mtcmarathon.org) or pick up an entry form at local running stores around the metro area. Or email [info@mtcmarathon.org](mailto:info@mtcmarathon.org) if your business would like a handful of entry forms.

## Harry & Shelly Celebrate 4 Weeks of Training

After capturing a moment to sit down with Harry and Shelly, the beloved hare and tortoise mascots of the Medtronic TC Kids Marathon series, for a quick interview, we caught up with them on a training run around Minneapolis' Lake Calhoun.

**Excuse me, Harry? Shelly? Could you spare a minute from your run to chat with us about the Medtronic TC Kids Marathon?**

*Harry:* Yepper!

*Shelly:* Well, hello.

**I must say I didn't expect to see the two of you out on a run together. There's a pretty famous story about the first time you raced each other...**

*Harry:* We learned a lot from that first race. I found out it's not about how fast you run and Shelly learned it's a lot more fun to run with a friend - like me! That's why we decided to run together and try to get kids super-duper excited about running together too!

**I'm glad you brought that up. A big part of your work with Twin Cities Marathon, Inc. is getting kids to enjoy exercise and learning to live a healthier lifestyle. What types of programs are you working on now?**

*Harry:* You're right! That's what we care about the most: helping kids learn that exercise is fun! That's why we worked with Medtronic and Twin Cities Marathon, Inc. to create an [online training program](#) for kids.

*Shelly:* And it's free.

*Harry:* Yup, it's free! And we made sure that it works for kids from kindergarten through 8th grade. And since no two kids are the same, the online program can be built according to what [points out kids running by] that kid or that kid or that kid...

*Shelly:* I think she gets the point, Harry.



**Thanks, Shelly. Tell me a little bit more about the training program. Are there specific times to sign up or start?**

*Harry:* Kids can sign up for the program anytime! But there are a few specific times throughout the year that are extra special. We have 12-, 8-, and 4-week programs that get kids ready for our Medtronic TC Kids Marathon events and also enter them to win special prizes!

*Shelly:* The prizes are good.

*Harry:* Our next 8-week cycle begins August 14th and our 4-week cycle begins September 11. The summer is whizzing by - like me in my running shoes! All kids can participate but the 8- and 4-week programs are designed for kids to train, log miles and then participate in our culminating event on [Saturday, October 3rd](#). Kids, and their parents, can run in a variety of events including the TC 10K, TC 5K, Diana Pierce Family Mile or Half Mile!

*Shelly:* It's a lot of fun.

*Harry:* We love it! Kids especially love to stick around that day to watch Shelly and me line up to race against our fellow mascots in our Mascot Invitational. There is a lot to do that day and so much fun to be had!

*Shelly:* One of my favorite days of the year.

Along with Harry & Shelly, we hope to see all you kids out on the running trails!

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## Help Develop Twin Cities Marathon, Inc.'s Superheroes

Got some adventurous older kids who love to run? And dream and draw? The Twin Cities Marathon, Inc. Superheroes contest is a chance for kids to help the marathon develop a couple of superheroes whose adventures include running.

The superheroes are a girl and a boy who love to run, and whose adventures always have a positive mission to accomplish. Submissions are now being collected to help create and name the characters, who will then become part of a monthly comic strip for the Medtronic TC Kids Marathon website. The comic strip adventures will be driven by suggestions from kids and a local artist and animator, Bradley Cripe, will transform the winning submissions into the final characters for the strip.

[Click here to learn more.](#)

## **Twin Cities Ranked Number 1 in the Nation for Volunteerism: Show the World Why and Lend a Hand at this Year's Medtronic Twin Cities Marathon**

Become one of the 5,000 behind-the-scenes volunteers needed to host the 28th annual Medtronic Twin Cities Marathon weekend of events.



With marathon weekend quickly approaching, now is your chance to take part in welcoming more than 15,000 athletes and 300,000 spectators for the Medtronic Twin Cities Marathon weekend of events, October 2-4, 2009. On-line volunteer applications are now available! Visit [www.mtcmarathon.org/Volunteers/index.cfm](http://www.mtcmarathon.org/Volunteers/index.cfm) to view all volunteer opportunities and sign up. For your contribution, you'll receive a t-shirt and a heartfelt 'thank you' from the Twin Cities Marathon, Inc. organization and the participants. Who knows, you may even become inspired to run the next year!

### **Before the Start: Insight from the Race Director's Office**



Thank you for the many responses to last month's column. Kristin from Iowa writes "This is my first marathon and I'm wondering if I'm supposed to stop at every water stop?"

Great question Kristin and with August underway, this is a great time to practice taking water, sports drink, and energy gels during your longer training runs. The idea of proper hydration for distance running has changed over the years as better research has been conducted. While there isn't a standard intake rate for everyone, the goal is finding the balance between how much fluid you take to offset sweat loss.

Avoiding dehydration and Hyponatremia is the goal regardless of weather conditions although heat and humidity can greatly effect both conditions. Running while dehydrated decreases performance and increases your risk of collapsing so you do need to ingest fluid both before the race and along the course. Drinking too much water or sports drink causes Hyponatremia (diluted body sodium level) and can be fatal.

So how do you avoid these two conditions? The American Road Race Medical Society has a great article on its website on the proper way to hydrate for marathons. [Click here for the website.](#)

If you are training in the Twin Cities area this weekend, you can practice taking fluids during a run by stopping by the Twin Cities Marathon, Inc. water stop located in the Calhoun Executive Center parking lot (on the north side of Lake Calhoun). We'll be there from 7:00 a.m. until 10:00 a.m. with water; Mountain Blast flavored POWERade, and GU Energy Gel. If you have a question about our events you'd like answered in this column, feel free to email race director Brian Mastel at [brian@mtcmarathon.org](mailto:brian@mtcmarathon.org).

### **Life Time Fitness Training Tips -Injury Prevention and Management**

#### **Quote of the Month**

"Do one thing every day that scares you." - Eleanor Roosevelt

#### **When you wake up in the morning, do you feel like you might be 90?**

Training for a marathon is hard work. And with hard work, will come aches and pains. Notice we did not say they "might" come. They

will. There is a balance between being sore and being injured. Here are some quick tips on prevention and management:

### **Injury Prevention:**

- Get your sleep. At least 8 hours so your body can get rest.
- Eat right. Make sure you are eating enough. Replenish your body of essential protein and nutrients.
- Supplement your diet with nutritional supplements and vitamins to ensure you are getting what you need (double-check with a nutritionist on what's best for you)
- Consider cross training - aqua-jogging, swimming and cycling are good cardio-building exercises that have low wear-and-tear on your body.
- Massage - deep tissue massage can work out kinks before they become a problem - Fresh shoes (general rule of thumb is 300-400 miles)
- Mix your routes to include asphalt, grass and dirt trail. Note that asphalt is better than concrete. But do not run solely on dirt trails. Your marathon will be on roads and you do not want to shock your legs come race day.

### **Injury Management**

- If you feel a sharp pain, as opposed to general soreness/aches, take some time off
- If it persists for 3 consecutive days, consult your primary physician
- Many running injuries may hamper your running due to feeling the pain upon foot strike, but the pain will diminish or even leave if you swim or bike. Consider the cross training as a cardio supplement while your body heals.
- When you feel the pain stop, that does not mean you are injury-free. Come back slowly to avoid re-injury. Patience is the key to marathon training.

Life Time Fitness is a proud sponsor of the Medtronic Twin Cities Marathon. Since 2003, Life Time Fitness has been the official health and fitness company and the official marathon-training program. The Life Time Fitness Running Club provides group runs, training classes, social activities, triathlon training, and a team atmosphere. Complementing this is state-of-the art strength and cross training equipment, running information, and loads of fun and challenge throughout the year in 18 states across the country. For more information, feel free to see our website [www.lifetimefitness.com](http://www.lifetimefitness.com) and click "Running" under "Sports & Activities". Once there, you can choose "Activities" and "Run Club". Also, in 2009, Life Time Fitness debuted its Endurance Program, which can be found at [www.lifetimeendurance.com](http://www.lifetimeendurance.com)

## Good with the Gear: Reviewing your "Kit"

Can you believe it? Race day is only about six weeks away. You're gearing up mentally and physically, and it's time to think about the little things that make a big difference.

By now you've hopefully already found your perfect match-when it comes to footwear. An expert fitting at your local running shop, where your gait and degree of pronation can be assessed and the proper shoe prescribed, is a key to preventing injuries. Considering a switch? Whether you're running the Medtronic TC 10 Mile, Medtronic Twin Cities Marathon, TC 10K, TC 5K or any of the family events, begin wearing race-day kicks as soon as possible. For immediate assistance in finding the shoe for you, check out [Brooks' Shoe Advisor](#) . It's advisable to allow your body to adjust to a new fit and feel, to minimize the risk of blisters or other unwelcome discomforts. For the 5K or 10K, try to put in at least several short runs, or about 10 miles, on your new shoes before the big day. If you're already in a pair you love but have wracked up major mileage, get a second pair now and rotate them in on every other run.

Shoes get the glory, but the right apparel and accessories-in the right amount-are hugely important. In the cool morning air at the start of a race, it's easy to overestimate how much clothing you'll need. Wear too much and you're saddled with extra weight, which means excess sweat and possible dehydration. Light, thermoregulating pieces are ideal, like those in [Brooks' HVAC collection](#) , including lightweight T's with strategically placed mesh panels and silver fibers to evenly disperse heat.

Chafing is the enemy, especially during the marathon, so avoid raised seams that rub. [Brooks' HVAC Seamless LS](#), for full coverage, and the Men's seamlessly engineered [Pulse T](#) are both excellent options, and you can't go wrong with a slathering of lubricant on chafing danger zones, like the armpits, nipples, and inner thighs. The sun can catch up with you during a long race, so protect yourself with a [lightweight cap or visor](#)-be sure to test each on a lengthy training run to see what works for you.

Now, as you get ready to take your training to the next level, stop to take a breath. In just 50 days, you'll be on the course with the perfect mix of gear, Twin Cities scenery, and cheering supporters. Our wish for you is simple: Run Happy®.



## Shoe Strings - Twin Cities Marathon, Inc. Info You Should Know

### TC 5K, TC 10K and Medtronic TC Family Events are Open for Registration

Got plans on Saturday, October 3? How about a quick 5K or 10K? Or watch your youngest run in the Diaper Dash or Toddler Trot. Or just come out for the fun, free family activities taking place in the Pioneer Press Family Activities Tent in front of the State Capitol. Visit [mtcmarathon.org](http://mtcmarathon.org) to register.

### Stop at the August Twin Cities Marathon, Inc. water stop and get free water and POWERADE and GU

**Saturday, August 15:** 7:00 a.m.- 10:00 a.m., Calhoun Executive Center, Northwest corner of Lake Calhoun.

### **Best Seat in the House for the 28th Annual Medtronic Twin Cities Marathon**

Registration for the 28th running of the Most Beautiful Urban Marathon in America® is now closed. If you're running, tell us why you deserve the chance to win the "[Best Seat in the House](#)" contest and get "elite runner" treatment all race weekend long, October 2-4.

### **Medtronic Twin Cities Marathon and Medtronic TC 10 Mile Participant Guides to Hit Mail Boxes in Mid-September**

Look for your participant guide in the mail for all the details you need to know about race weekend, October 2-4. You'll need the back cover with you when you come to packet pick-up on Friday or Saturday at the RiverCenter in Saint Paul. Contact [Catherine](#), registration coordinator, if you don't receive one by 9/21.

### **Tell Us Why Your Running: Faces in the Crowd Applications Being Accepted**

Why are you running the Medtronic Twin Cities Marathon. Share your story and you may be included in the stories media are interested in hearing or even invited to join the Faces in the Crowd Press Conference on Friday, October 2 in St. Paul. Click here to [download an application](#).

### **Celebrate the Twins' last weekend in the Metrodome on Marathon Race Weekend with Discounted Tickets**

Kansas City Royals take on the Twins and there are discounts on tickets and concessions especially for Medtronic Twin Cities Marathon Weekend participants and families on Friday and Saturday, October 2-3. For more information and ticket purchases, visit [www.twinsbaseball.com/tcmarathon](http://www.twinsbaseball.com/tcmarathon) and enter passcode 26.2 or call 800-33-Twins.

### **Twelfth Annual Twin Cities Sports Medicine Conference, October 2-3**

Join health care professionals to get the latest on the evolving field of sports medicine. Topics include running and marathon issues, pediatric sports, gymnastics injuries, and injuries of the hand and wrist, lumbar spine, and foot and ankle. Keynote speaker: Michael Joyner, MD, FACSM, Professor of Anesthesiology, Mayo Clinic. Click here for [information and to register](#).

### **Are you "In-Training" for the 28th Annual Medtronic Twin Cities Marathon or Medtronic TC 10 Mile?**



Get the hottest "In-Training" Brooks' technical gear in men's and women's sizing!

And pick up the winning poster contest design from artist Tom Foty. Visit [mtcmarathon.org](http://mtcmarathon.org) to purchase yours!

### **Interested in Participating in an Online Survey Process About Running Satisfaction?**

The University of Chicago, Booth School of Business is conducting a study on the relationship between marathon performance and satisfaction. We are seeking individuals who plan to run in the Medtronic Twin Cities Marathon. The study involves completing up to 3

online surveys, Each should take no longer than 10 minutes to complete and will include a variety of questions pertaining to the marathon, your training, and your general running experience. Participants will be entered into a lottery offering prizes including a GPS watch and running jacket. The study has been approved by the University of Chicago's Institutional Review Board (IRB). More information about the study (including a full listing of prizes) and an online registration form [click here](#).

**Looking for New Members to Join the Twin Cities Marathon, Inc. Board of Directors!**

Do you have an interest in helping shape the direction of Twin Cities Marathon, Inc. as the organization continues to grow? The board is looking for people with specific experience working with foundations, and/or human resources, and/or governmental agencies, and or senior level general business and strategic issues. Applications will be taken beginning September 15, and the election will be held during the annual Twin Cities Marathon, Inc. Association Banquet, October 22. Look for more information beginning September 1st at [mtcmarathon.org](http://mtcmarathon.org). For specific questions, [click here](#).

**Twin Cities Marathon, Inc. Event Dates!**

**Saturday, August 15:** Twin Cities Marathon, Inc. Water Stop 7:00 a.m.- 10:00 a.m., Calhoun Executive Center, Northwest corner of Lake Calhoun.

**October 2-4:** 28th Annual Medtronic Twin Cities Marathon Race Weekend and Target Health & Fitness Expo

*If you're looking for us on Facebook, you can now find us at [www.facebook.com/TwinCitiesMarathon](http://www.facebook.com/TwinCitiesMarathon) and you can follow us on Twitter at <http://twitter.com/tcmarathon>.*

**Future Races**

**TC 5K, TC 10K and Medtronic TC Family Events**

Saturday, October 3  
State Capitol Grounds, St. Paul  
[To register](#)

**Challenge Arthritis 5K**

Saturday, August 29  
Como Lake, St. Paul  
[Registration](#)

**The Hartford PACE 5K and Kids Run for Prostate Cancer Education**

Saturday, Sept. 26  
Lake Nokomis, Minneapolis  
[Registration](#)





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