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MILE MARKER



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2009 ING Neighborhood Cheer Zone Contest



Each year, participants from nearly 20 different countries take part in "The Most Beautiful Urban Marathon in America." Spectators of Medtronic Twin Cities Marathon will be acknowledging these runners, and the diverse neighborhoods along the course, by giving this year's ING Neighborhood Cheer Zone Contest an international theme.

As part of the contest, an international cheer zone is being set up along the course for area ethnic communities to come out and help welcome runners from other countries, and in that same theme, neighborhood associations, groups and individuals are encouraged to "adopt a country" and take part in the contest.

What is a CHEER ZONE?

It's a chance to take part on Marathon Sunday. Use your yard as the host location and register to become an "official" cheer zone. Play your favorite music, make banners and posters, dress in costume. Do whatever you can to make the race fun for both spectators and runners! Participation is free, and a kit will be provided to help get started. Kits include Thunder Sticks, spectators' guides, an official Cheer Zone sign, and other goodies to help registered groups create excitement on race day.

Prizes are always nice...

Cash prizes will be awarded with \$750 going to the first-place winners, \$500 to second and \$250 to third. Prize money won by zones will be donated to a neighborhood association, recreation or school of their choice. Judging will be based on creativity, enthusiasm and use of the international theme.

How do I register my zone?

Register by sending a contact name, phone number and the address/location to

Kristine@mtcmarathon.org.

Your zone must be located on the race course. If it is not your own property, you must receive prior permission from the landowner. Participation is free.



Second Harvest Heartland Needs Volunteers

Every year, thousands of volunteers line up to help plan and execute all the details that make the Medtronic Twin Cities Marathon a world-class experience. As a non-profit that depends on the efforts of these volunteers, the Twin Cities Marathon, Inc. knows the value of volunteering doesn't end at the finish line.



In late June, Twin Cities Marathon, Inc. staff shared their time, talents, and energy with another local non-profit organization. Over the course of a few hours, nine staff members of TCM, Inc. packed and palletted 15,000 pounds of meat at Second Harvest Heartland- the Upper Midwest's largest hunger relief organization. "I think it's important to take time and give back to others in the community," said Virginia Brophy Achman, Executive Director of TCM, Inc. "We are a volunteer-driven organization, like Second Harvest, and it's a good reminder of how important volunteers are to our organization. We had a great team-building day, and were able to help Second Harvest. We moved 15,000 pounds of food, which is amazing in and of itself."

Due to the current economy, the organization's greatest need is for volunteers to help pack food to ship to food shelves, homeless shelters and 77% of the hungry in our service area. To find out more information or to help Second Harvest Heartland, visit <http://www.2harvest.org>.

Faces in the Crowd- Call for Stories!

Every runner in the Medtronic Twin Cities Marathon and Medtronic TC 10 Mile has a story about his or her path to the start line in October. Through the Faces in the Crowd program, you are encouraged to share your unique and inspiring stories with other runners and media outlets.

Visit www.mtcmarathon.org and click on "Tell Us Your Story" to see stories from May's Medtronic TC 1 Mile participants and download an application to tell your story.

Your story may appear in the media, in the media guide, on the marathon website or you may be invited to join the elite athletes at a special "Faces in the Crowd" press conference on Friday afternoon of race weekend.



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



Thank you for the many responses to last month's column regarding the Medtronic TC 10 Mile lottery. Congratulations to those that have been selected and happy training!

This month, Michelle from Minneapolis writes, "I'm running the marathon, but my husband and son want to volunteer, how do they get involved?" Thanks for the very timely question Michelle! Volunteer Registration for 2009 opens on Monday, July 20. Each year, approximately 5,600 volunteers work behind the scenes in various capacities, to not only ensure that you enjoy a safe race, but also a great experience in the Twin Cities as well.

Volunteer opportunities start in mid-September when we gather a small army at the Saint Paul RiverCentre to stuff more than 18,000 race packets with goodies and assemble more than 19,000 chip/race number envelopes. Race weekend, we need volunteers in a variety of places - setting up the Capitol Grounds on Friday afternoon so we can run our Saturday Events the next morning; at the Expo handing out the many thousands of race packets; late Saturday night delivering tables and POWERade on the course; and of course on Sunday morning at the Metrodome, or on the course as a marshal.

You can also volunteer in unusual ways, as we are always looking for course entertainment so if you have a band, or are part of a cheer group, we may have a location on the course for you! If you'd like to check out all of our volunteer opportunities, visit mtcmarathon.org and click on Volunteers starting July 20. For those of you running the race, take time to thank a volunteer, the smile you get in return will help you all the way to the finish!

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.

Entertainment Profile- The Outliers

When Jon Finanager's wife and running partner Mary O'Neill suggested to him five years ago that his band, The Outliers, play on the course of the Medtronic Twin Cities Marathon he was on board-he just had to convince his fellow bandmates that it was a good idea. The Outliers is a Twin Cities based rock and roll cover band made up of Yoji Shimizu (vocals/guitar), Dan Mueller (lead guitar), Jon Finanager (bass) and Nick Finanager (drums). In addition to playing on the marathon course, the group plays for private events, fundraisers, benefits, and other community functions.

It can seem a bit counterintuitive for a band to want to wake up early on a Sunday morning, set up its equipment, and play music for people who can't even stop to listen. However, for this group of musicians, and for many others along the marathon course, it's well worth it. Finanager calls playing for the marathon "the funnest bad gig in town." The people around on race day are Finanager's favorite part about being on the course. He says there are "cool neighbors" who have their friends over for parties, and that the runners are "appreciative of the entertainment". Finanager said "It's rewarding for him when runners recognize a song and get excited as they run by."

In addition to being fun, The Outliers keep coming back to the marathon because they can contribute to a civic event and because it is an opportunity for exposure. Acts that are a part of course entertainment are welcome to put up a banner displaying their name and they are listed on the marathon website with a link to their own site.



Twin Cities Marathon, Inc. is looking for musical groups, dance ensembles, acrobats, etc. to entertain more than 14,000 marathon and ten-mile participants. To be considered for a spot along the course this year, contact our Entertainment

Committee at entertainment@mtcmarathon.org. We'll get back to you with more information.



Improving Heart Health and Self-Esteem in Girls

Nearly 75 girls and moms across Minnesota and Iowa are currently participating in the Minneapolis Heart Institute Foundation's (MHIF) program targeting girls and their moms.

With generous funding from the Medica Foundation to develop and pilot the program, Girls and Moms on the Move brings girls, aged 8-12, and moms together in a supportive group environment with the goal of completing a 5k together while fostering connectedness and experiencing the value of a healthy lifestyle.



Encouraging physical activity among girls is especially important as participation in daily physical education is declining and obesity in the same group is increasing. Jolene Otto, MHIF's Health & Wellness Program Manager said, "Pre-teens are at a critical opt-out age for organized sports, however they are also at an age where they are still interested in mother/daughter activities."

Girls are also at risk for unhealthy behaviors stemming from low self-esteem which is why focusing on self-esteem and mother/daughter communication is so important. One girl said, "I learned a lot. It was really

fun, and I feel good that I can run."

For more information on Girls and Moms on the Move, or if you would like to pilot a group in your area, contact Jolene Otto at 612-863-9041 or jotto@mhif.org.

Ready for the TC 5K?

Are you running marathon weekend? If you're plans include running the TC 5K on Saturday, October 3, ClubRun may be just the ticket to your training schedule. ClubRun's mission is to have fun running with friends, old and new, while providing quality training opportunities to runners of all ages and abilities who wish to improve their running form, pace, and finish time.

ClubRun is the official TC 5K Training Program and offers a training class from August 11 through September 30 to help you complete your goals. Class coaches hold USATF Level 1 coaching certifications and have participated in many races of distances from 5K to the marathon.



Training takes place on Tuesdays and Thursday at 6:00 p.m. at Kenwood Park Center, 2101 West Franklin Avenue, in Minneapolis. Training Class Fee: \$60.00. For more information, visit clubrun.org.

TC 5K registration is open online at mtcmarathon.org. This year, the Governor's Cup returns as part of the race, with an A.E.D. as the prize for the winning emergency responder team. And the TC 5K Corporate Team Challenge is also open for teams to get their colleagues moving. More details at mtcmarathon.org

Life Time Fitness Training Tips It's Summer: Running on Vacation and Running in the Heat

Quote of the Month

"Victory at all cost. Victory in spite of terror. Victory, however long and hard the road may be, for without victory, there is no survival." - *Winston Churchill*

Running on Vacation or Any Other Travels?

Going on a vacation or travelling for work? Bring your running gear. That is the best time to run. Here are some tips for getting that run in.

- Set the stage with the folks you are traveling with. Set specific times for working out, just like you have set times for meetings or going to Walley World.
- Inquire with the concierge or hotel check-in area if there is a map of the area or recommended running routes. Many hotels have them.
- Do some light research of the places you are visiting. You may find some cool spots within running distance.

- See if there is a river in town. Most big cities with a river have nice paths and trails that are free of vehicles.
- Worry less about distance and more about time. If you know your pace is 10:00 per mile and you want to run 4 miles, go out for 40 minutes.

Dealing with the Heat

By now, you have had some hot runs. Here are some tips for training through the hot summer months.

- Start early. A long run that begins around 6:00 a.m. to 6:30 a.m. allows for a good portion to be in cooler temps.
- Feel free to wait until the sun goes down. A run in the evening can be relaxing, just make sure it's a well-lit course you intend to run.
- Pick a course that has water fountains, like a park.
- Drive the route you intend to run and place water bottles along it. An ideal place is in some shrubs to keep them out of the sunlight.
- Carry a \$5.00 bill with you and make sure you come across a convenience store like a Super America, Walgreen's, etc.
- Have your glass of water or juice ready in your refrigerator for when you get home.
- Finish at a lake or pool so you can take a dip post-run.
- If you begin to feel dizzy or not well, stop and get some shade or an air conditioned building. Drink some cold water or juice as you may be dehydrated.
- Just as important as having too little water, you do not want to have too much. Space out your water stops like the race, every 2 miles or so. This will allow you to practice race-day conditions. Weigh yourself before and after the runs to make sure that you lose a bit and not gain weight during your runs.

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 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 lifetimeendurance.com

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

Lottery for Medtronic TC 10 Mile is Closed

If you threw your name in the hat for this year's Medtronic TC 10-Mile, you were informed of your status by July 17. If you weren't chosen, there is a new option for you this year. The inaugural TC 10K will take place on Saturday, October 3rd, taking runners on an out-and-back course from the State Capitol in St. Paul down Summit Avenue. If you prefer a shorter race, consider the TC 5K, also held on Saturday morning at the Capitol. Both are great ways to still participate in the marathon weekend festivities!

Stop at one of TCM's water stops and get free water and POWERADE

Saturday, July 18: 7:00 a.m.- 10:00 a.m., Calhoun Executive Center, Northwest corner of Lake Calhoun.

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

Registration is Now Open for Family Events on Saturday October 3, 2009

There's a distance for everyone- from the Toddler Trot, Diaper Dash, Half Mile and Family Mile to the TC 5K Run/Walk and the TC 10K. Check out race details and more information [here](#). You can register for these races [online](#), by mail, at the Health & Fitness Expo on Friday Oct. 2nd, or on race day.

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

The 28th running of the Most Beautiful Urban Marathon in America® registration 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.

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 to purchase yours!

Twin Cities Marathon, Inc. Event Dates!

Saturday, July 18: Twin Cities Marathon, Inc. Water Stop 7:00 a.m.- 10:00 a.m., Calhoun Executive Center, Northwest corner of Lake Calhoun.

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 and you can follow us on Twitter at <http://twitter.com/tcmarathon>.

Future Races

Miracle Kids Triathlons

Saturday, July 18

Lake Nokomis Park, Minneapolis

Saturday, August 15

Lake Ann Park, Chanhassen

[For information](#)

Raspberry Run 2009 5 Mile Run and Walk

11:30 a.m.

Saturday, July 19, 2009

Hopkins, Minnesota

[For information](#)

Run for Blood 5K

5K Run & Walk to benefit the American Red Cross

August 8, 2009 8:30am

Lake Harriet, Minneapolis

[Register here](#)



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