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# MILE MARKER



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# Medtronic TC 1 Mile

**Registration Opens This Friday for the Medtronic TC 1 Mile:  
Share Your Running Story**

Registration for the Twin Cities' most exciting race of the year opens this Friday, March 13th. Be a part of running history and seize your spot to run in the footsteps of some of the greatest runners in the nation at the 5th annual Medtronic TC 1 Mile.

The event, held on Thursday, May 7th, will welcome to Minneapolis the best of the best in road racing stock. This year's race will host the inaugural 2009 Men's and Women's USA Mile Road Championships. USA Track and Field awarded the honor to TCM, Inc. through 2012. A \$20,000 annual prize purse hangs in the balance as these professionals fly down Nicollet Mall vying for the top spots.

Along with a competitive field of elites, 3,200 local runners will kick off their spring and summer training seasons. The 5th anniversary of the event will take place along the Nicollet Mall and spectators will hit the streets to cheer racers from start-to-finish, offering a thrilling and speedy run through downtown. If you'd like to share the story of why you run the Medtronic TC 1 Mile, [click here](#) and download the "Tell Us Why You Are Running" form on the right hand column of the page.

Brace yourselves for fast times and great company as the Medtronic TC 1 Mile brings together the entire Twin Cities Community. Allowing runners the option of starting with a mass wave or an age group wave, the Medtronic TC 1 Mile gives runners of all ages and levels an opportunity to race, for both competition and fun.

New for 2009, 1000 finishers will be selected at random to receive guaranteed entry for the Medtronic TC 10 Mile. This year, the first six hundred registrants will NOT receive guaranteed entry. All guaranteed entries will be drawn at random from FINISHERS.

Grab your spot among your 3,200 fellow runners by signing up on Friday, March 13th at [www.mtcmarathon.org](http://www.mtcmarathon.org). Remember, it all starts with the first mile@!

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## Can Your Company Go the Distance?

### Registration Begins for Corporate Team Challenge Events

This year's Corporate Team Challenge has a great line-up of races! By joining forces with co-workers you can promote health and fitness and have a great time participating in the Medtronic TC 1 Mile on May 7, TC 5K on Oct. 3 and the Medtronic Twin Cities Marathon on Oct. 4.



The criteria is simple: any corporation, profit or non-profit, and all employees, full or part-time, may participate. Corporations may field teams for all three events, but a successful team experience starts now!

Online registration for individual runners in the Medtronic TC 1 Mile opens March 13, 2009. Team captains began registering teams online on March 1. If you are interested in fielding a team, visit <http://www.mtcmarathon.org/OneMile/CorporateChallenge.cfm> and download a Medtronic TC 1 Mile Corporate Team Challenge packet for full instructions. Online registration for the marathon and TC 5K begins at 12:01 a.m., Friday, April 17.

You will want to begin organizing your teams now and encourage co-workers to complete their individual online registrations early, as the marathon often fills within the first few weeks. Download-able TC 5K and marathon Corporate Team Challenge Packets (with full registration instructions) will be available online at [mtcmarathon.org](http://mtcmarathon.org) beginning April 1st.

Again this year, we will be providing a tent exclusively for Corporate Team Challenge marathon participants at the finish line on Sunday. The tent will have massage, music, door prizes, team photos and tables and chairs where you can recover and regroup with your teammates.

Awards for all three races will be presented to the companies with the fastest times (refer to packets for scoring formulas) and the greatest number of participants.

Don't miss this opportunity for your company to make its presence known at the Medtronic Twin Cities Marathon Events!

## Hit the Track at the Hamline University Elite Meet, April 24-25

Twin Cities Marathon, Inc. is a first year sponsor of the Hamline University Elite Meet of Minnesota's top girls and boys track athletes competing Friday, April 24 and Saturday, April 25 in St. Paul. The first day's events feature the top nine athletes and relays in the state competing for section finals. New events for both adults and kids are taking place on the second day of the meet, including the Twin Cities Marathon, Inc. Invitational 3K, a race open to all adults and the St. Paul's Fastest Kid! Race, a 100m race for 5th and 6th graders sponsored by St. Paul schools. The St. Paul Fastest Kid! will start with preliminary heats at 10:00 am with the top 9 girls and the top 9 boys advancing to the finals at 11:45. Come cheer on these St. Paul youth as they help to promote fitness and athletics at school! Check out more information

and event registration at [hamlinetrack.com](http://hamlinetrack.com).

## Runner Profile: Diana Pierce, Runner and Kids Crusader



With a face and voice recognized by Minnesota runners and non-runners alike, Diana Pierce of KARE11 joined with Twin Cities Marathon, Inc. to use her local celebrity and love of running to help promote fitness for kids of all ages. "I have been active all my life," Pierce said. "I want to be an advocate for healthy living in whatever way possible."

Each October, the Diana Pierce Family Mile takes place on Saturday of the Medtronic Twin Cities Marathon weekend in front of the State Capitol in St. Paul. Sparked by Diana's starting call, thousands of kids and their families wind their way through the scenic course. Diana can also be found throughout the rest of the year cheering on kids as they race their way through other events in the Medtronic TC Kids Marathon program.

While balancing a busy career with KARE11, an active running schedule, being a mom to a teenage daughter, and sharing her life with her running husband, Dennis Babcock, Diana found the time to talk a bit about her running life and the importance of fitness for today's youth.

### **Q. How long have you been a runner?**

**Diana:** I have been active all my life, first as a tennis player, and in the last 10 years as a runner.

### **Q. How often do you run?**

**Diana:** In warmer weather, I run 2-3x's a week, including a longer run on the weekends. Training plans for me include following Hal Higdon's program online. I use his plans for the 10k, ten-mile and half-marathon. When I trained for the Twin Cities Marathon, I followed another online program from Furman University called "First". Dr. Bill Pierce created this (no relation to me) and I really enjoyed using it. It takes you through 3 days a week of training for a marathon. You'll also have to cross train but you're not pounding the pavement every day. I also throw in some walking breaks, like what Jeff Galloway recommends, and that helps me cross the finish line as well.

### **Q. Are you a solitary runner or do you prefer run with a partner/ group? Are you an early bird or evening runner?**

**Diana:** Mornings are the best time for me and I mostly run by myself. However, I do enjoy being with a group when that's possible. I have a girlfriend that runs with me every now and then and we talk most of the way. It's great. Then we can eat pancakes afterwards and not feel any guilt.

### **Q. Any favorite local running routes?**

**Diana:** Yes... many. I like the Luce Line in Plymouth when doing long distances. It's flat, well marked, and has much needed porta johns along the way. When I need hill work, I run the loop around Medicine Lake. It's about an 8 mile run, 10 miles if you include the peninsula. Baker Park is good for "gently rolling hills" too.

### **Q. Always a great source of debate between wintry Minnesota-based runners: Treadmills. Are you pro- or anti-treadmill?**

**Diana:** I don't mind using a treadmill and you can find me mostly indoors during the winter. But I also like using snowshoes. I highly recommend running in snowshoes as well. We now have several races around the state during the winter so just check them out:

<http://www.snowshoeracing.com/home.htm>

**Q. Between all of your commitments how do you manage to still find time for running?**

**Diana:** I have a supportive family and running or working out is one of my priorities, so I just make the time.

**Q. Some runners use their road time as a break from thinking about work. Others use their mileage as a time to focus in on work-related issues. Where do you fall on this spectrum?**

**Diana:** I think about everything, work and non-work, when I run by myself because it's usually the only quiet time I get. My work environment buzzes with noise and activity all day long. So, I'm ready for a break when I leave.

**Q. For you personally, what has been/is the hardest part of running?**

**Diana:** I think the hardest part of running is getting my feet out the door. Some days it's easy and some days I have a million excuses as to why I can't and as long as an injury isn't involved, I just need to ignore those excuses and get going! Meeting friends is the best reason to get out the door.

**Q. Through your support of various events throughout the year, you have established yourself as an advocate and spokesperson for youth health and fitness. What first drew you to the cause?**

**Diana:** As a healthcare reporter for 25 years, I've seen our nation's obesity rate steadily climb. According to the Centers for Disease Control and Prevention, one third of our population is obese. Obesity is a major risk factor for cardiovascular disease, certain types of cancer, and type 2 diabetes.

**Q. What can we, as runners and the running community at-large, do to help to support youth fitness efforts?**

**Diana:** We can vote with our feet (by getting outside) and we can vote with our pocketbook (by supporting programs that provide activities to youth). We are a community abundantly blessed by nature. We have some of the best parks and trails in the nation. All it takes is good footwear for all members of the family and out the door we go. We also have programs for inner city youth, created by Twin Cities Marathon, Inc. and the YWCA, to name a few. And let your legislator know that we need to include P.E. for high school students. No standards exist right now. Also, according to a 2008 report from the U of M, girls participation in moderate-to-vigorous physical activity outside of organized sports is declining as they move from childhood into adolescence. So while some girls are active, many girls fail to meet minimal standards of physical activity, needed for health benefits, and sadly they are completely sedentary during their teen years. We as parents need to be role models for our daughters for their future physical health.

**Q. Each October, the Diana Pierce Family Mile draws thousands of participants across all age groups. In your opinion, what is it about this race that makes it so successful?**

**Diana:** Twin Cities Marathon, Inc. provides a great way for families of all shapes and sizes to become involved in healthy activities throughout the year and at the Medtronic TC Family Events & TC 5K during marathon weekend. We all want to make these events fun for the whole family and by providing an event, the Family Mile, where all can participate at their own pace, we hope to have repeat customers that have a healthy future at stake. I also wanted every child who crossed the finish line to receive a medal. So no matter if they come in first or last, they are out on the course, giving it their best.

The 12-week Spring Medtronic TC Kids Marathon is currently underway online. For more information about the 8-week and 4-week online training programs, or to learn more about the May

16th Como Park Cross Country event, visit [mtcmarathon.org](http://mtcmarathon.org) and have fun with your family!

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



Is that your full-time job? The most common question asked of the staff charged with putting together the Most Beautiful Urban Marathon in America®. Many runners wonder what we do during the "off-season"; during the long winter when the beautiful fall colors are still months away. In truth, the "off-season" has become a short period of time between events. After the marathon, ten mile, 5k, and family events wrap up in the fall, we spend a few months de-briefing, finding out what went right, and what we want to change for the next year to make your experience that much better. The feedback we get from you the runner is the most valuable piece of information we receive and during the budgeting process, we are figuring out what we can do to ensure that you are getting first class treatment!

While the budgeting process starts in earnest in January, planning for our spring events has already begun. The Medtronic TC Kids Marathon, our year-round program designed for school age children, has its first event of the year in February - an indoor run on the track at the University of Minnesota. The wrap-up for that event rolls right into planning for the second kid's marathon event in May at Como Park in Saint Paul. Meanwhile, the Medtronic TC 1 Mile committee is hard at work planning the second largest timed road mile in the country, which this year includes the first ever USA road mile championship.

So the answer to the question is of course 'yes!' The staff and volunteers cater to the needs of more than 30,000 participants throughout the year and it takes a full-time effort to accomplish the task. The staff would like to thank the more than 300 volunteers that hold year-round committee positions. This is the most dedicated group in the business of race directing and the backbone of our organization.

If you have a question about the marathon you'd like answered in this column, feel free to email the race director at [brian@mtcmarathon.org](mailto:brian@mtcmarathon.org).

## Life Time Fitness Trainer: Why Run a Mile?

*Quote of the Month*

**"Blink and you miss a sprint. The 10,000 meters is lap after lap of waiting. Theatrically, the mile is just the right length: beginning, middle, end, a story unfolding.**

*- Sebastian Coe, 1500 meter gold medal winner in the 1980 and 1984 Olympics for Great Britain*

### Hey, I am doing a marathon or a ten-mile, Why Run a Mile?

On May 7, the Medtronic TC 1 Mile will be held. And you should plan to participate. A mile race, especially for the person looking to run their first long-distance race (marathon or ten-mile), can prove to be very valuable.

- The most important thing you get is a sense of where your fitness level is. If you are thinking about running 8:00 pace for the marathon and you finish your mile in 7:45, you may want to reassess what your marathon goal is.
- Of course, if you plan on running 8:00 pace, and you surprise yourself with a 5:30 mile, you just might want to plan on training a little quicker than you expected.
- This can also be used for other distances, like the ten-mile, 10K and 5K. Let your mile race

put you in the ballpark of what your pace can be for various distances.

- You can practice all of your pre-race rituals and try out some newer ones with your race investment only 1 mile in length.
- Challenge yourself. You will be surprised what you can do in a mile. It is one of the most common barometers within the distance community. Go for it and see where you can go.
- If someone asks how fast you can run a mile, you will have a specific answer.
- Your day does not need to be just 1 mile. Consider a 2-3 mile warm-up, the mile race, then a 2-3 mile cool down. You can get 5-7 miles in for the day easily.
- Look for an opportunity to also run a hard mile, either a race or in a practice with a training group like the Life Time Fitness Run Club, to see where you are at towards the end of your training cycle. Again, you just might be amazed at how far you have come.

Good luck. The Life Time Fitness Run Club looks forward to seeing you on May 7 as you accept your mile challenge!

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)

## Medtronic Twin Cities Marathon Registration Opens April 17



The 28-year tradition of the Most Beautiful Urban Marathon in America® continues! Mark your calendars for Friday, April 17th and register at [mtcmarathon.org](http://mtcmarathon.org) for the Medtronic Twin Cities Marathon Oct. 4.

This year, the marathon is host to the USA Women's Marathon Championship, as well as the USA Masters Marathon Championships, a tradition that continues for the 20th year.

The field is capped at 11,000 and registration is online only. Again in 2009, the event is host to the Corporate Team Challenge, the annual Cheer Zones Competition and features the annual Health and Fitness Expo that takes place

at Saint Paul RiverCentre, October 2-3. [Click here for more information on exhibiting at the Expo.](#)



Online registration for the Medtronic TC Family Events and TC 5K also opens on Friday, April 17, so plan to bring the family and make it a weekend of running fun for everyone! Visit [mtcmarathon.org](http://mtcmarathon.org) for more information.

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

### Medtronic TC 1 Mile Registration Opens Friday, March 13

Mark your calendars and go online March 13th to register for the 5th Annual Medtronic TC 1 Mile. More information at [mtcmarathon.org](http://mtcmarathon.org).

### Medtronic is Seeking Long-Distance Runners For 2009 Global Heroes Program

Runners from around the world who benefit from medical technology are encouraged to apply to become part of the 2009 Global Heroes class. Applications are being accepted through March 31st. To apply or recommend someone, and to learn more about the Global Heroes Program, visit [medtronic.com/globalheroes](http://medtronic.com/globalheroes).

### Track & Field Foundation announces 2009 Distance Project Grant Recipients

USA Track & Field Foundation, running event organizations and generous fans have come together again to make possible a significant investment in USA distance running in 2009.

Thanks to support from Twin Cities Marathon, Inc., New York Road Runners, Houston Marathon Foundation, Inc., MarathonGuide.com, and individual donors, grants totaling \$282,000 will be directed to the development of elite and "up and coming" American distance runners via the USA Distance Project. The following comprehensive post-collegiate training groups will receive grants in 2009: Mammoth Track Club, Mammoth Lakes, CA; Marathon Performance Group, Eugene, OR; McMillan Elite, Flagstaff, AZ; Team Indiana Elite, Bloomington, IN; Team USA Minnesota, Minneapolis, MN; Tempo Sports, Boulder, CO; ZAP Fitness, Blowing Rock, NC. These group distance centers collectively qualified 60 athletes for last year's USA Olympic Team Trials. The Distance Project will also award grants to individual athletes later in the year. For more information, or to contribute to the Distance Project, please visit the USA Track & Field Foundation website at [www.usatffoundation.org](http://www.usatffoundation.org).

### Missed the Chance to Purchase Great Marathon Gear on Race Weekend?



Final markdowns have been taken. Markdowns as far as 75% off of regular price. Featured item is the 2008 Hat: Regular: \$24, NOW only \$8.

Visit [mtcmarathon.org](http://mtcmarathon.org) for final sales.

### Twin Cities Marathon, Inc. event dates!

**Friday, March 13:** Online only registration for 5th Annual Medtronic TC 1 Mile opens. Field is capped at 3,200.

**Friday, April 17:** Online only registration for 28th Annual Medtronic Twin Cities Marathon opens. Field limit is 11,000.

**Thursday, May 7:** 5th Annual Medtronic TC 1 Mile, Downtown Minneapolis

**Saturday, May 16:** Medtronic TC Kids Marathon Cross Country Meet, Como Park, St. Paul

**Monday, July 6:** Online only lottery registration opens for 11th Annual Medtronic TC 10 Mile. Lottery closes July 15th.

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

## Future Races

### 100% Irish for a Day 5K & 10 Mile

Saturday, March 14

Lake Harriet Bandshell, Minneapolis

<http://www.marathonrunwalk.com/events.html>

### St. Patrick's Day Human Race 8K, USATF Minnesota 8km State Championship

Sunday, March 22

University of St. Thomas Field House, St. Paul

[For more information](#)

### Hamline University Elite Meet

Friday-Saturday, April 24-25

Klas Stadium, Hamline University, St. Paul

[Register](#)



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