



FIRST TIMERS NEWSLETTER

April 23, 2010

Welcome to the fourteenth edition of our weekly e-mail newsletter exclusively for first time marathoners or half-marathoners. If you would like the previous editions, just drop us an e-mail and we will gladly send you any past editions.

Between now and May 16, we will motivate you with inspirational quotes, offer up tips to prepare you for the big day, provide you useless - but interesting - facts, and answer any questions you may have about doing a marathon or half-marathon. This last part is extremely important. Do not be afraid to ask any question at all that is on your mind. There really is no dumb question.

This special first-timers program started four years ago. In that time, we have helped over 5,000 first-timers train and complete their first marathon or half-marathon. Their stories are very inspirational and heart-warming. We are confident we can do the same for you. By May 16, you will have run farther than you have ever run in your life. You will experience things you have likely never experienced before. And at the end of the day on May 16, you will be able to say one thing - I DID IT!!! You will be a veteran marathoner or half-marathoner.

FIRST TIMERS PRESENTATIONS - MAY 15

We have a special presentation just for first timers at the Prevea Expo on Saturday, May 15. The first year we did this presentation, it was bigger than standing room only - first timers were in the hallway trying to listen. The last three years we have done two presentations - and both are usually standing room only! So we know how popular these presentations are.

At these presentations, we will go over everything you need to know for the race the next day. The most important thing we will do is calm your nerves. Every year first timers come to the presentation and you can see and feel the nervousness (so don't be afraid to come because you are nervous - there will be others just like you). When you leave the presentation, you will be ready to go and excited about the next day (and still a little nervous, which is okay). Finally, we will give you some tips to help you enjoy your first marathon or half-marathon.

The presentations will be at 11:00am and 2:00pm in the Lambeau Field Atrium.

INSPIRATION

"If you believe in yourself and have the courage, the determination, the dedication, the competitive drive, and if you are willing to sacrifice the little things in life and pay the price for the things that are worthwhile, it can be done." - Vince Lombardi

(One last weekend to "pay the price" for May 16. Enjoy the last long training run.)

"A marathon is open season - young, old, men, women, gifted, and not-so-much-so. It's a huge accomplishment that stellar athletes, like him, and regular peeps, like us, can share." - Kristin Armstrong in an article in Runner's World talking about her ex-husband Lance running the ING New York City Marathon

(One of the greatest things about a marathon is that you get to run the same exact course as the elite athletes at the same time - albeit slower than - they are running it. You have put in your time training, just like the elite athletes have done, and you have earned your spot at the start line.)

TIP

Instead of a tip this week, we wanted to provide you with a little extra dose of inspiration as you complete your last long training run before May 16. This is a story I shared with the first timers a couple of years ago and it has been so well received, I wanted to share it with you. This happened as I was preparing for the 2007 Cellcom Green Bay Marathon:

"Last week, my 7-year old son was playing a hockey video game. He kept giving up goals to the other team and then rebooting the game to start over. I asked him why he was doing that. He told me, 'Because it is too tough.' I responded, 'You don't quit just because something is tough.' Later that morning, I went out for my 18-mile run. It was one of those days where it was turning out to be a below-average run. Around mile 13, I made up my mind that I was going to call it quits and just chalk it up to a bad day. However, what I told my son started running through my mind. If I told him not to quit just because it is tough, then what makes me think it is okay to quit because I was having a tough run. I could not face going home, having him ask me how my run was, and having to tell him I quit after 13 miles. Needless to say, I plowed through the rest of the miles with that running through my head. The last 5 miles actually turned out to be more enjoyable than the first 13."

DID YOU KNOW . . .

* We will have 15,000 chocolate chip cookies (yum - much better than GU!)

* At the Pasta Buffet at Lambeau Field on May 15, we will go through over 900 pounds of pasta (don't forget - you get a free ticket to the buffet)

DAYS TO THE CELLCOM GREEN BAY MARATHON

Again, thank you so much for choosing the Cellcom Green Bay Marathon for your first marathon or half-marathon. If have any questions, please e-mail the First Timers Director at firsttimers@cellcomgreenbaymarathon.com or call the marathon office at (920) 432-6272.

Sincerely,

Larry Lueck

First Timers Director

Sean Ryan

Race Director