



Austin 10/20 Newsletter # 3 - December 22, 2011

Today is the first official day of winter and a bit chilly here in Austin. We hope that everyone is having a safe and happy holiday season. Spring will be here soon and we're staying busy putting together the details for the big race.

Training Plan:

After all those holiday goodies and your wild New Year's Eve it will be time to bear down and focus towards April 15! We'll be rolling out our 3 1/2 month Austin 10/20 Training Plan in early January to help you keep motivated and on track. This three level plan will be laid out for beginner, intermediate and advanced athletes and will have day by day recommendations on your training right up to race week. Endorsed by American distance running legend Steve Scott and written by training professional Katie Wondra, our plan will help you have a great race time and experience. Look for it on the website the first week in January.

Texas 10/20 Championship:

For you elite athlete types, keep in mind that the Austin 10/20 offers the largest 10 mile cash prize purse in the USA! \$23,000 in guaranteed money is up for grabs in the Texas 10/20 Championship Open Division and another \$20,000 in American and World record bonuses are offered as well. Texas residents that crack the top five placements will also be treated to a 20% cash bonus!

Course Update:

The Austin 10/20 course has been publicly released and is on the website in the Race Information section. Our 20 stages and 8 water stations are laid out and we are working on further plans for 10 cheerleader groups and a massive cold towel station on the course.

The Start and Finish venues are being designed and will be spacious and first class. We are focusing on participant comfort and easy access. Our venues will not be a cluster-mess and will be well staffed with trained event professionals and tons of great volunteers. Detailed Start and Finish "village" diagrams will be posted on the website next month.

Medals & Tech T's:

If you have not seen our finisher medal yet, take a peek on the website under the Medal & Tech T button. Our medal is big and beautiful and will be around your neck when you complete the race! We are working with Under Armour on our technical shirt design which will be just as spectacular and posted on the website when completed. Our age group awards are also in production and will be worthy of a prominent position on your bookshelf...if you are a top 3 finisher in your age division! They will be on display on the website soon as well.

Band Update:

We have received over a hundred applications from great local Austin bands for spots on our twenty course stages. We are assigning the finalists to their locations and compiling bio information. By the end of January you'll be able to visit Our Bands page on the website to see who is playing at each stage on the course.

Our Finish Main Stage Headliner is still a work in progress but we should have that released in the next month or so. We've talked to tons of great bands but it is not easy to get the right one at our specific time. It's even harder when the agents get involved but we're going to have a good one!

Hotel Update:

Some of our recommended hotels are getting close to sold out so we've added some new ones to our participating list. We now have eight nice properties on our Hotel page that have good Austin 10/20 rates.

Facebook:

If you have not been to our Facebook page, give us a visit and give us a like, if you like. We're posting cool stuff every day and love hearing from our friends and participants. We have a popular weekly "Sunday Contest Question" where winners receive free merchandise or race entries.

Volunteers:

Our volunteer plan is getting organized and the Volunteer page will be up on the website soon. We'll need about 800 total volunteers for the race and have some fun and fulfilling projects available. Positions and projects will fill fast. If you know of anyone who might be interested, tell them to contact us at volunteer@austin1020.com.

Until next time, Merry Christmas to you all and rock on!

Austin 10/20 Production Team

Newsletter # 4 by end of January.



THANK YOU TO OUR SPONSORS:



MANCHESTER TEXAS FINANCIAL GROUP



THE WESTIN
AUSTIN
AT THE DOMAIN

