



Austin 10/20 Newsletter # 1 - July 27, 2012

It's the middle of summer here in smokin' hot Austin, Texas and time for our first newsletter update! The Second Annual Austin 10/20 is set to be held on April 14, 2013!

Registration:

Registration is open for the 2013 race and we are far ahead of last year's entry pace. The field will be capped at 10,000 runners again and although we didn't quite get there in 2012 (8,000 was the final total) the race will certainly sell out the second time around. Tell your friends and family to sign up early to avoid getting shut out. Good time to register is right now to avoid a price increase on August 1!

Course:

Our 10 mile course will be very close to the same route as the 2012 race. There are some small modifications we are working on but you can expect the same start and finish lines and general parking plan. Our post-race finish area is currently undergoing a major facelift and will be much more comfortable next year. Our friends at Endeavor Real Estate and RREEF are building a beautiful park there where we will most likely be building the main stage for our headliner concert!

Expo and Packet Pick-UP:

Yes, we admit that packet pick-up was a bit of ordeal last year, especially on Saturday the day before the race. Next time around we will be doing a two day Race Expo on Friday (4/12) and Sat. (4/13) at the Norris Conference Center in North Austin. The Norris Conference Center is a couple of miles from the start/finish areas and has good vehicle access and plenty of parking. We'll have a big space there to do packet pick-up and our sponsors and some other cool vendors will have booths in the Expo hall. More details about the Expo will be posted on our website in the coming months.

Headliner and Course Bands:

Our 20 course bands and post-race headline band Everclear were great last year. We're already working on the course band lineup and exploring headliner possibilities. It's definitely a process and takes a while to get straightened out but you can look forward to another awesome finish line concert and 20 of the coolest local Austin bands out on the course! We will have all the new band information up on the website in December or January.

Official Hotels:

If you need a hotel for race weekend, we now have 9 participating hotels listed on the website. Check them out for special participant rates. Last year we sold out 11 hotel room block so you might want to book early. We'll be adding more hotels in the near future to keep up with demand.

10/20 Series:

The Austin 10/20 will soon be joined by another 10/20 race as we build our national series. We'll be adding great new destination locations to the race lineup in the coming years. When we reach our favorite number 10 the race series will be maxed out and closed...although we do like the number 20 as well. Our new website run1020.com has links to all the 10/20 event websites. Right now there is only Austin but by the time of our second newsletter there's probably going to be another!

Until then, the best to you in training and rock on!

Race Director Peter and Event Manager Shannon



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