



Austin 10/20 Newsletter #2 – November 20, 2012

Happy Thanksgiving everyone! Hope this newsletter finds you all just finishing up a run in preparation for Thursday's feast. Now that the Formula 1 Grand Prix is over in Austin, it's time to update you on some real race news!

Train with *runcoach*!

What better time to announce *runcoach* as our new adjustable training plan partner than right before the year's biggest day for eating?! Whether you are a first-time participant, seeking a new PR, or somewhere in the middle - *runcoach* will help you race your best. Take advantage of the personalization of a World-class coach with *runcoach*. On average participants training with them see a 7% improvement in race finish time over prior races. FREE of charge for all first-time *runcoach* users (\$80 value) and special promotion for all returning trainees = \$20. Look for email instructions on how to create your personalized schedule within 24 hours.

Music, music and MORE music!

With 20 course bands and a huge headliner concert at the finish, the Austin 10/20 has more music per mile than any other race in the country! NEW this year: We're adding an awesome opening act to the Post Race Party that will take the main stage at 9:45 AM. The awards ceremony will begin at 10:30 AM and our headliner band will go on at 10:45 AM. Check the website in December to find out who you'll be rockin' to on race day!

Official Hotels

For those of you coming from out of town and looking for a place to stay, we've worked out exclusive deals with 13 of Austin's best hotels conveniently located near the race start/finish! Check out our Hotels page for more information on all the different options. Make sure to book early before rooms sell out and don't forget to mention that you're running the Austin 10/20 to get the discounted room rate.

Run for a Reason

Consider joining one of our great participating charities to make a difference while running the Austin 10/20! More information on all the non-profits involved with the race can be found on the event website!

10/20 Gear

Our 10/20 merchandise is expanding to include more than just the awesome Rock It shirt! Starting in December we will be offering various unique designs for both long and short sleeve tech shirts that will be perfect for training in. They'd make great gifts for any runner you know!

Participant Medals and Tech t-shirts

We know a lot of you run for the bling so an awesome participant medal is a must! We're currently working on this year's design which will be just as shiny, heavy and big as last year! We guarantee you'll want to wear it to work on Monday April 15! Starting in January, look for us at expos to get a sneak peak of the medal.

We asked everyone on Facebook what color participant tech shirt they wanted and we're going with the majority vote: RED! You can stay updated on race news, voice your opinion and win cool stuff by, "liking" us on Facebook!

Limited Entries

The Austin 10/20 will definitely sell out this year and is limited to 10,000 starters. Tell your friends to sign up soon and we'll see all of you there! Look for more 10/20 races in great destination cities to open registration in 2013!

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That about wraps up this race update! We'll send out the next newsletter at the beginning of 2013. Until then, have a safe and wonderful holiday season everyone!

Happy Running,

Race Director Peter and Event Manager Shannon

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