



Austin 10/20 Participant Newsletter # 1 - July 28, 2011

Welcome to our first group of registered participants! We are thrilled to have you on board for what we believe will be the most incredible debut running event ever produced! Registration opened a few months ago and we are tracking towards a very large inaugural event. Our race field has been capped by the City and we could sellout but there is still plenty of time for others to join and get in on the fun. A few stats on who we have right now:

- 64% of you are females
- 19 states and four countries are currently represented
- 88% are from Texas
- Two wheelchair participants so far
- Walker stats are unknown but we know there are a bunch and we like it!

Race Course:

The ten mile course has yet to be publicly announced but our start and finish line areas have been secured up at The Domain in North Austin near Alterra Parkway and Kramer. Thank you to the good people at Endeavor Real Estate Group for making us welcome. We have already designed the course and are working on stage locations for the bands and planning for water and medical stations too. There are some community authorization issues to still get past before we can publish the route map. By Newsletter #2 we should be ready to lay it all out.

Course Bands and Finish Headliner:

There is much work still to be done here as we will need about thirty bands on our course stages and a really good headliner act for the post-race party. We will most likely secure the headliner before all those course bands and a big announcement will be made when we do. We are talking to some really good bands right now and we're pretty sure you're going to be happy with who ends up on the finish line main stage.

Runner Perks We're Working On:

- Finisher medal will be spectacular and we won't ignore the ribbon. A nice heavy medal with a killer design and a beautiful ribbon is what you will get when you hit that finish!
- Technical t-shirts with male and female sizes will be awesome. The 10/20 design and fit will keep it out of the carwash box where so many cotton race shirts end up!
- Goodie bags - we've seen too many bad ones over the years - not at A1020!
- Post-race food. Forget the sliced bananas and dry bagels. We're going for some top quality items that will include great nutritious products like Oatmega 3 Wellness Bars and some other not so nutritious (but very enticing) stuff like beer and barbeque!

Charity Running:

One of our goals with the Austin 10/20 is to help great charity organizations raise money and create awareness for their causes. We are pleased that our very first charity partner is the Leukemia and Lymphoma Society's Team in Training program who have a spectacular history of raising money to fight cancer at great destination events around the world. We hope to have a long list of charity partners by the time we get to race day next spring and that we can contribute to many successful fund raising efforts.

Thank You to Our Sponsors:

We've signed some great sponsors so far and are very grateful for their support. Our Presenting Sponsor, Manchester Texas Financial Group, will be a big presence in the City of Austin in coming years with their awesome new 1,100 room hotel that will be built adjacent to the Convention Center in downtown Austin. The Oatmega 3 Wellness Bar is the Official Nutrition Bar of the Austin 10/20 and is truly delicious. Pick some up at My Fit Foods, HEB, Whole Foods or Central Market stores and stay healthy! We have a great Headquarter Hotel in the Westin Austin at The Domain which is just a few minute walk to the start/finish area. Their in-house restaurant, the Urban Grill, has a spectacular Sunday brunch and is definitely worth a visit any time of the year.

A Very Cool City:

As a wrap up to our first newsletter we must recognize the City of Austin. We are so happy to be launching our first 10/20 race in such an incredible place. The great fitness and music scene here blend perfectly with our event theme and the people of Austin are such an interesting and diverse group! The support from city officials has been tremendous and we appreciate their belief in our concept. The great public welcome our race has received so far is phenomenal and we look forward to blowing it out in Austin on April 15, 2012!

The best to you in your training and rock on!

Austin 10/20 Production Team



MANCHESTER TEXAS FINANCIAL GROUP



Next newsletter in six to eight weeks.