



Austin 10/20 Newsletter # 2 - November 8, 2011

It's update time for our registered participants. Those of you still on the fence, get off it and join the field! This event is going to be spectacular!

Race Course:

Our ten mile course is very, very close to being announced. Everyone knows that it will start and finish at The Domain in North Austin but we've been holding off on releasing the details as we firm up key approvals. That has almost been accomplished and in a week or so our website will be posting the course map and elevation chart. The chart is almost a straight line and this course will be fast! We also have a very generous 3 hour time limit so all you walkers will have plenty of time to complete the course and enjoy in the entertainment. Speaking of which, prepare to be entertained! 20 real stages, 30 rockin' Austin bands, 8 themed water stations, 10 cheerleader groups and a partridge in a...no forget that part, will all be out on our race route!

Finish Party and Headliner Concert:

When you get to the finish, the party begins anew with our headliner concert on the spectacular main stage and a huge post race party featuring the MGD64 Beer Garden and barbeque buffet. All participants will be treated to a free 12 oz beer and barbeque samples along with other great products from our growing list of premium sponsors. Additional beer and barbeque will be available for sale to friends, spectators and participants if you desire.

The headliner band is still a work in progress but we've narrowed it down to just a handful of options and an announcement will be made as soon as the band is secured. Don't worry, we're working on some real talent and we're pretty picky. We can't afford U2 and the Rolling Stones have retired (we think?!) but we definitely will have a band that will rock the house and bring a memorable end to your Austin 10/20 experience.

Charity Teams and Other Groups:

The Austin 10/20 provides an exceptional experience to charity team participants and other running groups. The ten mile distance is perfect for every level of athlete and our spacious finish "village" has plenty of room for reunion areas in the middle of all the action with excellent views of the main stage. Visit our website "To Benefit" page to see who is on board so far and get further information on group discounts, finish area canopies and other benefits.

Elite Athletes:

Our race director has a long history of creating stellar fields and exceptional times at the dozens of events he has created and managed. Over 10 world records have been set at his races over the years. The Austin 10/20 is determined to put together a field of men and women who can challenge American and World records in the 10 mile distance. We're offering the largest 10 mile prize purse in America to help do that. We'll keep you

posted as race day approaches. All you Texas athletes keep in mind if you crack the top five, a 20% cash bonus goes to you as well!

Accommodations:

There are many top quality hotels in Austin for our out-of-town friends. The Westin Austin at The Domain is our Headquarter Hotel and is an excellent choice near the start and finish lines. We have teamed with four other nice properties that are offering special event rates. Check our Hotel page on the website for more details and information on how to book rooms.

Great New Sponsors:

We have added some fabulous new sponsors since our last newsletter. One of our goals at the Austin 10/20 is to go first class in everything we do. These great companies will help us do that!

Official Shoe & Apparel: Under Armour will be providing every registered participant with a top quality Tech T! We are thrilled that one of the most renowned companies in the athletic apparel industry has chosen to be a part of the first Austin 10/20 as our Official Shoe and Apparel sponsor. The Under Armour quality, in male and female size options, with the killer 10/20 design will make this one of your best race shirts ever! Under Armour also has a great new line of running shoes that are definitely worth checking out.

Official Running Store: We are excited to announce that Luke's Locker is on board as the Official Running Store of the Austin 10/20! This family run business was started in the early 1970's by running industry legend Don Lucas and now consists of nine locations throughout Texas. Well known as one of the top specialty running retailers in the country Luke's Locker is a huge supporter of the running community and a stellar addition to our sponsor lineup. Luke's new store in Austin will be hosting the Austin 10/20 Packet Pick-Up in April where all participants will pick up their bib number, goodie bag and Under Armour Tech T.

Official Superfruit Beverage: Our sponsor, Genesis Today, is recognized as the world leader in Superfruits and Superfoods. They produce the finest, purest, wild-harvested liquid nutritional supplements, healthy juices, healthy snacks, and ready-to-drink teas on the planet...and boy do they taste good! Every participant will be treated to a full bottle of a Genesis Today Superfruit beverage at the finish line and Genesis Today will be sampling additional flavors in the finish party village. Pick up one of their delicious Superfruit juices or other great nutritional products at Whole Foods, Sam's Club, Wal-Mart, HEB, Walgreens and Safeway stores.

Site Sponsor: Without IBM the Austin 10/20 would not have a course; and we might all still be banging on typewriters! We thank the good people at IBM for allowing us to run through their beautiful North Austin campus and hosting 3 course stages on their property. Between them and our other great Site Sponsors, Endeavor Real Estate and The Domain, we're going to have a first class race venue and a very cool course that will be announced very soon!

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

Austin 10/20 Production Team

Next newsletter by Christmas.