

RUNNING BIG WITH BIG ISLAND RUNNING COMPANY

Big Island International Marathon—March 18-20

March 7, 2011

One of the most popular running events on the Big Island is the 14th Annual Big Island International Marathon. With a marathon, half marathon and 5k race, this event has a tendency to sell out. The marathon and half marathon distances were sold out by the first weekend in January this year!



The start of Peaman's Terrific Turtle Trudge, Dragon Dash and Golden Fox Gallop.
*Photo by Eddie and Katrina Ombac

One of the reasons the race is so popular is the full weekend of activities that race director Wayne "Big Dog" Joseph puts together. The festivities start at 6 p.m. on Friday, March 18, with a carbo-load pasta dinner and hula show at the Hilo Hawaiian Hotel. We attended this event last year and had a great time. There were plenty of door prizes and giveaways, a great spread of food, and a chance to catch up with old and new friends. Tickets to the dinner are \$20 in advance and \$25 at the door.

On Saturday, March 19, packet pick-up will be held in connection with the Big Island International Marathon Health and Fitness Expo. Big Island Running Company is proud to be participating in this expo for the second year in a row. We will make sure you are able to stock up on your last minute nutritional items, running accessories, and one of our "Run Big" shirts, of course! The best part of this expo is that it is free and open to the public. So even if you aren't able to participate in the race this year, stop by and check out what the various vendors have to offer! **(Please note that due to the expo, Big Island Running Company will close early on Friday, March 18 and will be closed Saturday, March 19 and Sunday, March 20.)**

Finally, the main event takes place at 6:00 a.m. on Sunday, March 20. The marathon and half marathon start north of Hilo in Pepeekeo and follow the beautiful Scenic Road into town. The 5k starts at Hilo Bayfront at 6:30 a.m. near the finish line for the marathon and half marathon.

For more information on these races and activities, visit hilomarathon.org.

UPCOMING EVENTS

March 12, 2011—4th Annual Run for Hops; 5K and 10K; 7:30 a.m.; Kona Brewing Company; \$30 for adults and \$20 for keiki

March 13, 2011—Spring Fling Biathlon; 1/3 mi. swim and 2 mi. run; 8:00 a.m.; Kailua Pier; free

March 19, 2011—Big Island International Marathon Health and Fitness Expo; noon-6p.m.; Moku Ola Room at Hilo Hawaiian Hotel; free and open to the public

March 20, 2011—Big Island International Marathon; Marathon, Half Marathon and 5k; 6:00 a.m.; Hilo

Racing Supplies for Spring

2011 has already gotten off to a great start with plenty of races on the Big Island. As the season continues along, make sure you have the right supplies for your training and racing needs.

- Ultima Replenisher—The official drink of the Kona Marathon, this sports drink is gluten-free, vegan and contains no artificial flavors, colors or sweeteners. Make sure to try it out during your Kona Marathon training!
- Brooks Racer ST5—This lightweight racing flat is perfect for any distance from 5k to the marathon. And the new color makes sure your rives will see you as you zoom by them!
- New "Run Big" Colors and Styles—This spring we have been working on updating our "Run Big" shirts and styles. We now (or will soon) carry Nike and Brooks short sleeve shirts in gray, white, and pink for women and black and white for men.

GROUP RUN SCHEDULE

Tuesday and Thursday evenings—5 p.m.

Saturday mornings—6:30 a.m.



Ultima Replenisher



Brooks Racer ST—\$90



New "Run Big" Shirts

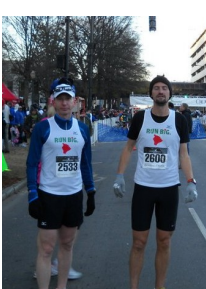
Running Big Around the U.S.

The longer we've been in Kona, the more we see our "Run Big" and Big Island Running Company shirts around town, in Hilo, and even on the other islands. However, lately we've been hearing more and more about our shirts making appearances in other races around the country.



For example, in the picture to the left, Whitney (a friend of the Big Island Running Company) and her supporters were decked out in Big Island Running Company gear for the Rock 'n' Roll Mardi Gras Half Marathon in New Orleans in February.

To the right, former Big Island resident Choy (far right) credited his long sleeve Big Island Running Company shirt with helping his team take 3rd place in the Brea (California) 8k.



We've also heard reports of our shirts at Rock 'n' Roll Arizona and the Surf City Marathon. There were also a couple of sightings at the Mercedes Half Marathon in Birmingham, Alabama, but that's because Jason and Ray (left) made the trip to represent!

Thanks to everyone who is Running Big! Feel free to send us any pictures you have from the races you're running around the country—or the world!

REMINDERS!

- Big Island Running Company will close early on Friday, March 18 and will be closed Saturday, March 19 and Sunday, March 20. We will reopen at 10 a.m. on Monday, March 21.
- Save the Date! The first meeting of the training groups for the Kona Marathon, Half Marathon, 10k and 5k will be held at Big Island Running Company on **Tuesday, April 5 at 5 p.m.**, with the first run immediately following.

Stay Connected

We hope you enjoyed our newsletter. Until the next one, stay up to date on local events and new products through our blog (www.bigislandrunningcompany.blogspot.com) and our website (www.bigislandrunningcompany.com.)

You can also find us on Facebook.

To remove your name from our mailing list, please reply to this email with "unsubscribe" in the body. Questions or comments? E-mail us at melissa@bigislandrunningcompany.com or call 808-327-9333.