

The logo features the word "Freihofer's" in a white, cursive script font inside a red oval. Below this, the number "33" is written in a large, green, sans-serif font, followed by the words "run for women" in a smaller, black, sans-serif font. The "33" is positioned to the left of "run for women".

# Freihofer's 33<sup>rd</sup> run for women

## 2011 Running Shorts

**-Record Field** — Event Director George Regan expects to break the 5,000 mark Saturday for the first time ever. The previous highest total was 4,029 set in 2009. Organizers attribute the 20% growth to the 400 ladies who signed up for the inaugural Training Challenge (see next article), motivational ads targeted toward the everyday runner, a stepped up social media effort, and frequent giveaways leading up to the race.

**-Perfect Running Weather** — FRW media partner FOX23 calls for perfect running weather — partly sunny skies and 76 degrees.

**-You've Come A Long Way Baby!** — Saturday's 5K marks the "end of the road" for 400 women, who've participated in the inaugural Freihofer's Training Challenge, a 10-week program that teaches new runners how to complete three miles gradually over eight weeks. Training Challenge participants, many of whom couldn't run for even a minute back in March, will be identifiable race day by a lime green wristband. When they cross the finish mat, Race Announcer David Oja will broadcast their name and team affiliation — Team Jennifer Gish (Times Union), Team Kelly Lynch (WGY-810) and Team Ann Hughes (FOX 23). Training Challenge participants, 263 of whom have never before run a 5K, will celebrate their accomplishments in their own tent adjacent to the starting line after the race.

**-"Freddie's Girl" Hits the Road** — Linda Dettbarn, 57, a member of Kelly Lynch's Training Challenge team, has an interesting connection to the race. The Schenectady native appeared on the popular Freddie Freihofer Show as a three-year-old!

**-Local Women Seek to Break Drought** — Former Saratoga H.S. standout Nicole Blood and Ballston Spa's Megan Hogan are vying to become the first local FRW winner since Cheri Kenah in 1999.

**-Bib Number Identification** — This year's bib will be chartreuse. Both the open and masters bibs will have the athlete's first name in big letters, followed by their last name in smaller type. Underneath will be their number and country flag. Masters runners will have an "M" on their back.

**-Youngest and Oldest Invited Athletes** — Fourteen-year-old phenom, Alana Hadley (Charlotte, NC), who ran 17:09 for 5,000m last year as a 13-year-old and was 33rd at the NYRR New York Mini 10K (2010) (PR), is our youngest invited elite runner, while Gloversville's Victoria Michalek, 91, is the oldest. Michalek will run with her daughter, Ann, against 113 teams in the mother / daughter division.

**-3 Elites Competing in Team Competition** — Megan Hogan, Meghan Armstrong-Peyton and Emily Brown will compete in the team competition for Team USA Minnesota, their distance-training center located in the Twin Cities of Minneapolis and St. Paul.

**-Van Blerk Draws Upon Family for Inspiration** — South African sensation, Irvette Van Blerk, 23, who recently defended her nation's 10K title, will be competing in her first 5K on U.S. soil. Van Blerk has been making a name for herself since she was 14, when she finished second in a senior 10K in Durban. Van Blerk got into the sport thanks to her godmother, Francis van Blerk, who won the 1992 Comrades Marathon, a 52.4-mile South African race that is perhaps the world's most prestigious ultra-marathon.

**-Race Walker Readies for Battle** — Capital Region native Erin Taylor-Talcott, who just competed in Columbia at the Pan Am Cup Champs and is eyeing the 2012 Olympic trials, will take part in the USA Open and Junior 10km Race Walk Championships at 7:30 a.m. on the Empire State Plaza. The former teacher, who is now an oboe / bassoon musician, recently won the USA National 50K title.