



Rod Dixon's KID'S MARATHON™



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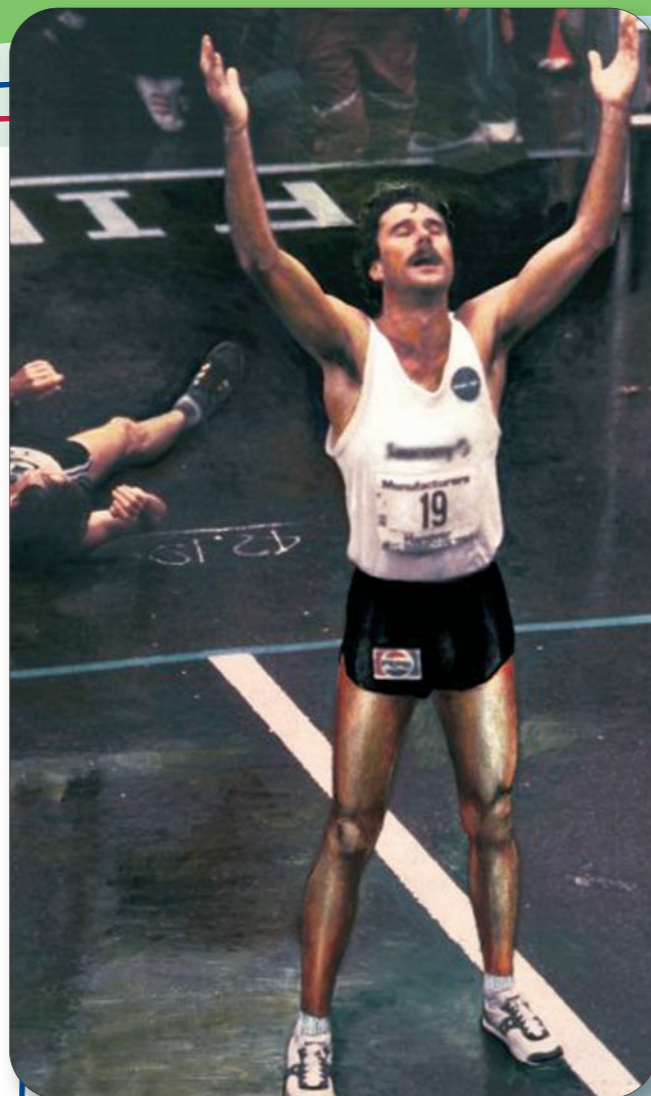
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TRAINING GUIDE

Hi, Kids!

Welcome to your K-Swiss KIDSMARATHON Training Guide! You'll find a bunch of great information and fun things to do on the pages that follow. We wish you the best of luck with your running and training and look forward to seeing you at the finish of the 2010 KIDSMARATHON in Southington on Saturday, May 22nd or Norwich on Saturday, June 5th. We know you're going to do great!

Your friend,
Rod Dixon



Who is Rod Dixon?

For 17 years, Rod Dixon was one of the best middle distance runners in the world. He is an Olympic medalist, two-time world cross-country champion medalist and the 1500m champion of the United States, France, Great Britain and New Zealand. In the Pacific Conference Games, he won two gold medals and was a two-time World Masters Champion.

Rod Dixon won the 1983 New York City Marathon, was the #1 runner in United States road running, represented New Zealand at four Olympic Games and was a coach for the Fiji Olympic team.

Rod now focuses his time on helping kids learn to love running as much as he does!



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March 2010

Dear Kids,

Welcome to KIDSMARATHON!

This program is a great way to get active, learn about health & fitness and – above all – have fun.

By signing up, you've already taken the most important step. In just a few short weeks, you'll be well on your way to completing your first marathon.

For 15 years, KIDSMARATHON has helped kids from around the world who want to learn to lead healthy, active lives. Parents, teachers, and coaches all play a part, but in the end it's all about YOU.

So start training, have fun, and we'll see you at the finish line.


Best wishes,


Michael Savage


Michael Savage


C'mon Kids...


Congratulations on participating in the KiDSMARATHON in Connecticut! Keeping kids healthy and fit is important to everyone. Just think about these facts:

 Fewer than 25% of kids get at least 20 minutes of physical activity every day. (Are you at least walking your dog?)

 Kids aged 6 - 11 years old watch three to four hours of television every day. That's about 1,500 hours a year — almost twice the amount of time spent in school. And this doesn't even count the time kids spend playing video games, surfing on the computer and not moving!

 The number of overweight kids (6 - 11 years old) has multiplied five times in the last 30 years. Wow!

 Obesity now affects one in every five kids in the United States. (Obesity means that you weigh a minimum of 20% more than your ideal weight. Eek! That's a lot!)

 An obese teenager has a better than 75% chance of becoming an obese adult.

Kind of scary, isn't it? Well, it doesn't have to be. You've taken a huge first step to becoming healthier and stronger just by picking up this training manual guide. Exercising can be fun. Healthy foods can taste great. (No, we're not kidding. They really can.)

... Let's Get Moving!

INTRODUCTION

Before you begin your training, we want to share a few tips with you. Running is a great sport that can be a lot of fun if done correctly, so use this list to get the most out of your program.

1. Always run in a safe area where your parents, teacher, or coach can see you at all times.
2. Wear clothes and shoes that are comfortable, fit well and allow you to move.
3. Always do a warm-up and stretch before you run.
4. Exercise with friends and family to make it fun.
5. Eat healthy foods so you'll have energy to run.
6. Drink plenty of water each day to keep your body hydrated.
7. Have fun and encourage others to do the same!



K-SWISS Tubes™ Run 100 Running Shoe

A Runner's Checklist

Here is a list of things to help you start off on the right foot!

- Proper running shoes and socks.
- A pair of shorts.
- Your favorite tee shirt.
- A pair of sweats to keep warm.
- Good friends to train with.
- A positive attitude.

Training Schedule

Follow your schedule and check the box each time you finish your daily runs. When you have all the days checked each week, have your teacher, coach or parent initial it. Then, run the last 1.2 miles at Southington High School on May 22nd, 2010 or at Norwich Free Academy on June 5th, 2010. After that you are an official finisher and will have run a total of 26.2 miles! Wow! What an awesome accomplishment!

Good Luck,
Rod

Week 1

- Day 1 - $\frac{3}{4}$ mile
- Day 2 - $\frac{1}{2}$ mile
- Day 3 - 1 mile
- Day 4 - $\frac{1}{2}$ mile

Initials _____

2 $\frac{3}{4}$ Miles Completed

Week 2

- Day 1 - $\frac{1}{2}$ mile
- Day 2 - 1 mile
- Day 3 - $\frac{3}{4}$ mile
- Day 4 - $\frac{3}{4}$ mile

Initials _____

3 Miles Completed

Week 3

- Day 1 - $\frac{1}{2}$ mile
- Day 2 - 1 mile
- Day 3 - $\frac{3}{4}$ mile
- Day 4 - 1 mile

Initials _____

3 $\frac{1}{4}$ Miles Completed

Week 6

- Day 1 - 1 mile
- Day 2 - $\frac{3}{4}$ mile
- Day 3 - 1 mile
- Day 4 - $\frac{3}{4}$ mile

Initials _____

3 $\frac{1}{2}$ Miles Completed

Week 7

- Day 1 - 1 mile
- Day 2 - $\frac{3}{4}$ mile
- Day 3 - $\frac{1}{2}$ mile
- Day 4 - 1 mile

Initials _____

3 $\frac{1}{4}$ Miles Completed

Week 8

- Day 1 - $\frac{1}{2}$ mile
- Day 2 - 1 mile
- Day 3 - $\frac{1}{2}$ mile
- Day 4 - $\frac{1}{2}$ mile

Initials _____

2 $\frac{1}{2}$ Miles Completed

9.25 total miles for these 3 weeks, for a grand total of 25 miles completed! Fantastic!

Only 1.2 miles to the finish!

Week 4

- Day 1 - $\frac{1}{2}$ mile
- Day 2 - 1 mile
- Day 3 - $\frac{3}{4}$ mile
- Day 4 - 1 mile

Initials _____

3 $\frac{1}{4}$ Miles Completed

Week 5

- Day 1 - 1 mile
- Day 2 - $\frac{3}{4}$ mile
- Day 3 - 1 mile
- Day 4 - $\frac{3}{4}$ mile

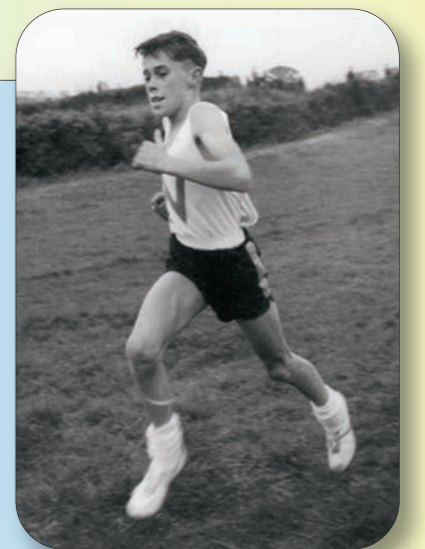
Initials _____

3 $\frac{1}{2}$ Miles Completed

That's 15.75 miles in the first 5 weeks!

Hey kids this is me when I was just 12 years old running in a cross country race in New Zealand. I finished about 28th in the race, but do you know what? Even though I didn't win the race, I finished! "Finishing is Winning and Winning is Finishing."

Always have fun,



My Personal Training Log

Take some time at the end of each training week to look back on the fun you had. Think of all the great things you did for yourself and your body. Write some of them in your log along with how you feel about your training so far. Next, think of how you can make the next week even better! After the first week, begin scoring yourself in each of the listed areas from number 1 to 10, with 10 being great. Add the three scores up and see if you can improve from week to week. Be honest with yourself when scoring.

Week 1:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

Week 2:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

Week 3:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

Week 4:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

Week 5:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

Week 6:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

Week 7:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

Week 8:
Eating Habits: _____ Effort in Training: _____ Fun: _____
Total: _____

**You're ALMOST there.
See you at the finish line!**

The following section is full of great information to help you succeed. Go through each clinic, then share the things you've learned with your friends and family.



Tubes™ Run 100

The first marathon was run shortly before the 1896 Olympic Games. In fact, it was the trial for the 1896 Greek Olympic Team to qualify for the first Olympic Marathon. The winner of that first Olympic Marathon in 1896 was Spiridon Louis, who finished the 40 kilometer course in 2:58:50. Soon after, in 1897, the first marathon in the United States was run in Boston.

The first time today's 42.195 kilometer distance was officially used as the marathon distance was in 1908. The distance was made slightly longer so it could begin at Windsor Castle and finish in front of the Royal Box. Then in 1921, the 42.195 kilometer (26.2 miles) distance was adopted as the official marathon distance around the world.

One last thing, not until the 1984 Olympic Games in Los Angeles were women finally allowed to run in the Olympic Marathon. (Well, it was about time!) The marathon has come a long way in the last 112 years. We hope you'll be a big part of its future.



Tubes™ Run 100

Nutrition Notes

Hey, Kids! Your awesome growing bodies need your help!

What goes in must come out ... soooooo ... if you put good foods into your body, they will convert to fuel and energy, and that's cool. You'll feel better, have more strength and run faster.

If you put unhealthy foods into your body, you'll feel like a sludge machine, and it will turn to fat, but you knew that!

Does your mom's car run on soapy water? No, it runs on gasoline, which is the correct fuel for a car. Does your dog run on kitty litter? No, she runs on dog food — and maybe some of your socks. Dog food is the proper fuel for a dog. We know you don't eat kitty litter, but those potato chips that you sometimes munch aren't far from it. You've got to give your body the things that are right for it; the things that will make it healthy and function at its absolute best.

Here's a weird fact: Someday you're going to be old. Probably older than your parents are now. (We said it was weird.) If you choose the right foods now, at least most of the time, and keep that body moving (which you're already doing with the KIDSMARATHON) you'll lay the foundation for a much healthier life and be around for your annoying grandchildren ... and maybe their children. Now that's weird.

Nutrition Do's:

- Eat good breakfast.
- Water - lots of it.
- Fruit juice, but mix with water.
- Good snacks
- Good fuel for good bodies.

Nutrition Don't's

- Junk Food
- Soda
- Fast Food
- Sports Drinks
- Energy Drinks

What is a Protein-Rich Food?

1. Beef, pork, chicken, turkey, fish (like tuna and darker fish like salmon) provide not only protein, but iron and zinc. Iron helps oxygen get from the lungs to the muscles, and zinc is important for growth and healing.

2. Eggs pack lots of protein in a tiny package.

3. Dried beans: Sound boring? How about hummus, chili, lentil soup, chickpeas, split peas and yummy baked beans? Sound a lot better now, don't they?

4. Tofu and foods made of soy, like soy hot dogs, soy hamburgers, and soy chicken fingers are other good options. Sometimes you can't even taste the difference. How about edamame? (Eda-who? Edda-MOM-ay.) Those little green bean-looking things are yummy snacks. Dare you to try!

5. Nuts and seeds like almonds, sunflower seeds and pumpkin seeds are all good. Well, maybe not flower seeds!

6. Go for the moo power! Choose milk, yogurt and cheese — all low-fat, of course. Milk not only gives you needed protein, but has lots of calcium for growing bones!

Carbs Are Kid's Friends ...

... if they're the right carbs, that is. Healthy carbohydrates from grains, fruits and veggies are the best source of muscle fuel.

1. Grains like wheat, rice, corn and oats are healthy choices. Whole grains are the best, even if they are brown. If you actually try whole wheat bread or pasta, you'll find the taste is even sweeter than regular white bread and pasta. Try whole grain cereals or whole wheat bagels, oatmeal, brown rice cakes, whole grain crackers, popcorn, toasted corn chips, corn tortillas, and brown rice.

2. Fruits and vegetables are nature's vitamin pills. They provide the "spark plugs" needed for your "engine" to run smoothly and powerfully. You should have lots of them each day.

Nutrition Tips & Healthy Eating

Go low: Yogurt, salad dressings, cheese, mayo — go for the low-fat version. You won't even know the difference, but your body will have a lot less fat to deal with. Ask Mom to cook your veggies with olive oil instead of butter. And stay away from high-fat things like fried chicken, French fries and pepperoni. Stop groaning — you can have those things once in a while, but most of the time, try to make better choices!

Mix it up: Eat a variety of good foods. Put some banana on that cereal; have a yogurt with your peanut butter sandwich; have some vegetables and brown rice with that chicken. That way you're filling up on the right foods!

Go pro: Protein is important for your body to grow and for building strong muscles. Drink your low-fat milk! Try to have a protein-rich food at least two times a day.

Ask your mom or dad to have some handy vegetable snacks like cut-up carrots, cucumber slices, celery and maybe cut-up red pepper strips ready in the fridge for you. They're great with some low-fat ranch dressing as a dip! And be sure to have at least one vegetable with every meal.

And what could be yummiier than a banana and strawberries when you feel like something sweet? Instead of reaching for the cookies, try some fruit instead.



Try to eat lots of "colors" of fruits and vegetables:
Red - cherries, strawberries, tomatoes
Blue - blueberries
Purple - plums, grapes, eggplant
Green - kiwi, grapes, avocado
Orange - oranges, tangerines, squash, carrots
Yellow - pineapple, summer squash
White - apples, bananas, potatoes

Training Tips and Secrets

Warm-Up

When your muscles are cold, they're not at their best. Much like a piece of bubble gum (it takes a few minutes of chewing before you can blow a great big bubble), muscles need a few minutes of activity to warm-up and reach their full potential. By doing an easy jog and some light stretching before you begin to run fast, jump high, or play your favorite sport, you bring a warm feeling to the muscles that are helping your body move. This blood warms the muscles, which helps them stretch farther and with less chance of injury. This extra stretch, just like a rubber band, helps your muscles create more power.



Rod's favorite Warm-up Activities

Cool-Down
Follow your workout with another easy activity like walking and some light stretching. This will make you feel better after your run and help you to recover for the next day.

Rest and Recovery

Believe it or not, rest and recovery are a huge part of a good fitness program. When you exercise, your body makes changes so that each time you do the same activity, you can do it even better. However, your body can only make these changes if you allow it to rest.

Getting enough rest means:

- Getting a good night's sleep. Eight hours is good; nine hours is better.
- Including relaxing activities in your daily routine like reading and spending time with your family.
- Taking a nap if you're feeling tired. That's right...you earned it.

A KIDSMARATHON™ word search

D H K P R U N N E R O C
 C S O K E M Q W I Z P G T
 O I L Z S X I N C L E V I
 H N U V R N R E T A W I F
 N I G O N P C M P L G C C
 U F S E C H A M P I O N X
 T E R M A E T A H M O L P
 R S R N S M U I C O Z D R
 I V I W T W Q E A T C E G
 T L X C A P E G O Y Z V O
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Here is your list of words!

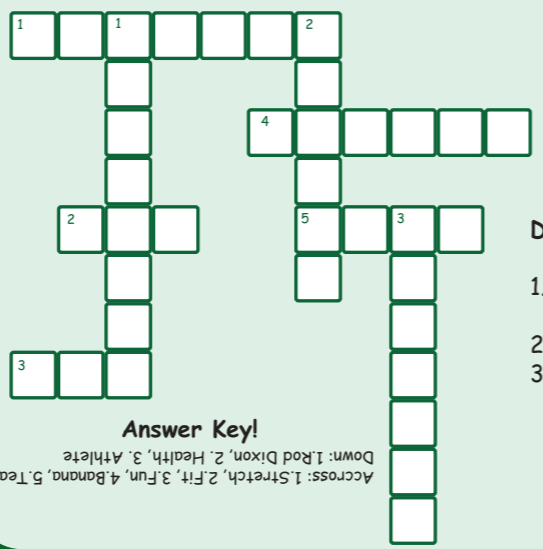
1. Runner
2. Nutrition
3. Los Angeles
4. Water
5. Fit
6. Winner
7. Team
8. Champion
9. Coach
10. Finish



Tubes™ Run 100

A KIDSMARATHON™ crossword puzzle

- Across:**
1. _____ Before and after every run.
 2. When you are in shape, you are _____.
 3. Friends make exercise _____.
 4. A tasty yellow fruit
 5. You are now a member of a _____.



Answer Key!
 Down: 1. Rod Dixon, 2. Health, 3. Athlete
 Across: 1. Stretch, 2. Fit, 3. Fun, 4. Banana, 5. Team

Down:

1. Winner of the 1983 NYC Marathon.
2. _____ and fitness.
3. A person who plays a sport or runs



Good Luck From K-Swiss Friends

As a child I was always active and just enjoyed being outside. Being active will give you the energy and confidence to realize your goals. By accomplishing fun activities or a run like this one, you will see that you can accomplish anything you set your mind to. Set your mind on what you really want in life and strive for that. Dream big and never give up.

Chris Lieto
 3-Time Ironman Champion



I am a KIDSMARATHON Runner committed to improving my Fitness for a Healthy life. I have a positive attitude because Finishing is Winning and Winning is Finishing!

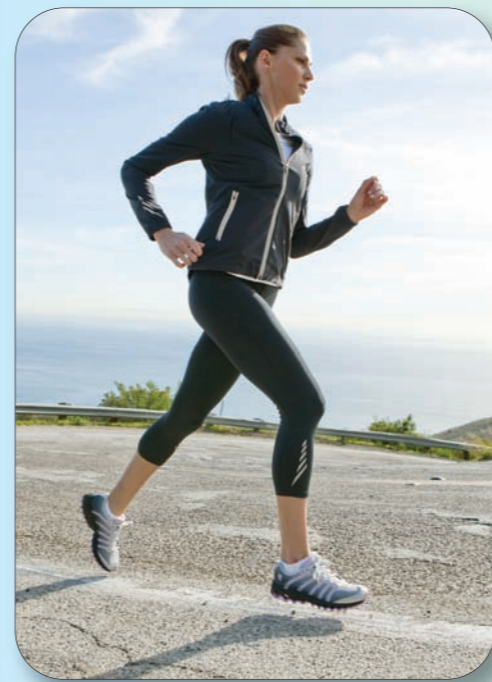
KIDSMARATHON Rocks!

Name: _____
 School: _____

Grade: _____



Tubes™ Run 100



Before a competition, I do a mental run through...take a few deep breaths...smile to myself internally and then tell myself something like, "Go out and race your hardest...all your training has brought you here...you are ready...STRIVE out there and most importantly, HAVE FUN!"

Jenny Fletcher
 World-Class Triathlete