

Hello Team!

I have **3 great things** I want to share with you: access to our **FREE Heartbreaker Portal**, a **20% off code for Heartbreak Studio** classes/packs, and a Heartbreak Studio **fundraising opportunity**. Read the below carefully and, hopefully, I'll see you at the training runs or virtually in the portal!

1) **FREE Heartbreaker Portal Access** (through 4/17/18): Now you have a powerful bank of training tools at your finger tips including full length treadmill classes, short form exercise and instructional videos, and much more. To get access:

- Go to [heartbreakersrun.com](http://heartbreakersrun.com)
- Click "Sign Up"
- Enter the same email at which you receive my newsletter
- Choose a password
- NOTE: approval is manual so there is a delay in access; we will be cross-checking all requests against my team email list so it's important that you use the same email address as the one I email you here. Access will be granted within 48 hours of the request (probably much faster).

2) Use promocode "DAN20" for **20% OFF all Heartbreak Studio classes and class packs!** (Excludes memberships) Get some great work down with the motivation of a coach in warm, safe, high energy environment! Details here: <https://www.heartbreakhillrunningcompany.com/class-schedule>

3) **We are currently booking Heartbreak Studio in Cambridge for charity fundraising events.** Events last two hours which include a coached all-abilities a full length treadmill class (or two abbreviated classes), 20% off shopping in our retail store for you and all your guests, and use of all amenities (showers, lockers). Typical format for weeknights as follows (weekend afternoon availability also an options):

7 pm to 7:30 pm - Guests arrive, introduction to the studio

7:30 pm to 8:15 pm - Coached treadmill class

8:15 pm to 9 pm - Mix & mingle, shopping, drinks, raffles

Reservations for events are first come, first served. Space is limited. Rental fee is \$100 and includes all of the above. Please contact Justin Burdon at [justin@heartbreakhillrunningcompany.com](mailto:justin@heartbreakhillrunningcompany.com) for more information or to reserve an event.

Note: if you create a \$30-40 per head event with cocktails, silent auction, raffles, and fill 20 treadmills (or two short classes would be 40 treadmills available), you can leave with a great chunk of fundraising done. This is all hustle. Think of it as premium event experience, not just a treadmill class, and super charge your fundraising in the same destination where you can super charge your training. Invite (and charge) people who won't or can't run. They can mingle, enjoy discount shopping, do a silent auction/raffle, and enjoy snacks and cocktails while the class serves as entertainment. You can really pull in some funds if you're creative with this.

Happy training!

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Dan Fitzgerald

Co-Founder/President | Heartbreak Hill Running Company

CAMBRIDGE | NEWTON | SOUTH END

<http://heartbreakhillrunningcompany.com>

<http://twitter.com/CoachDanBOS>

<http://instagram.com/CoachDanBOS>