

From: Dan Fitzgerald [<mailto:dan@heartbreakhillrunningcompany.com>]

Sent: Sunday, February 04, 2018 11:52 PM

Subject: [External] Week 10 | Boston Marathon Training 2018

Well, Patriots fans, thank god for the Boston Marathon, undeniably the best event in sports. As usual, the Super Bowl marks our halfway point in training. Yes, it's Week 10. Only 9-10 Saturday runs until the big day; only 6 (max) of those will be in the very long range. This Saturday was a classic example of winter training on the course: filled cups freezing over at the water stops, Patriots gear everywhere, clear, cold, and celebratory; challenging in the way that we take great pride in here.

The week 9 long runs were tough for many of you. Remember, that's ok. We're honing our bodies to be their best on April 16th, not a pre Super Bowl Saturday in February. You worked hard this week leading into the long run. Don't sweat a run that doesn't go as planned. Try to learn from it: was it nutrition? did you have a long week? did you push yourself hard in a Wednesday or Thursday workout? All of these things and more can affect your performance. And, for those of you who had a great run, good job! Keep it up!

I know by now some of you are feeling banged up. Please, listen to that feeling and take an extra cross-training day or even two per week: ride a spin bike or elliptical for an hour, take a cardio class, do 30min of biking plus 30 minutes of yoga, etc. Remember, the programs are just guides; they are not perfect prescriptions for success. You need to be your best training guardian and advocate. Under no circumstances should you push through severe pain to finish a run. Pain is your body's guide. "Toughness" has nothing to do with ignoring your body's clear signals.

EVENT REGISTRATION & DETAILS:

Tuesday, **Speed Run:** speedrun.splashthat.com

Saturday, **Long Run:** longrun.splashthat.com

Love Fest pre-Valentine's Day Bash, Tuesday, 2/13, heartbreakbreaklovefest.eventbrite.com

- The Love Fest is just a big party with a running theme. Actual running is optional. You can workout in a treadmill class with the world premiere of our video delivered classes, or you can just come for drinks, discount shopping, and enter to win the big drawing prize - ALL OF THE DONATIONS we collect toward your fundraising goal! This event is all in fun and hosted with the How Was Your Run Today podcast. They'll be recording a show live on site and you can share your connection to this year's Boston Marathon!

TEAM RUNS (these runs don't have registration):

- Wednesday 7:00PM - Heartbreak Hill Running Co, Newton, Hills/Speed

- Thursday 6:30PM - Heartbreak Hill Running Co, South End, Speed, Hills, Drills

VIDEO CONTENT:

Full length treadmill workouts, instructional videos, ab workouts, and more can be found at heartbreakersrun.com. Registration details below.

DETAILED MARATHON PACE CHART: <http://marathonpacechart.com/>

RUNNING PACE CALCULATOR: <http://runsmartproject.com/calculator/>

CONNECT:

<http://instagram.com/coachdanbos>

<http://instagram.com/heartbreakrunco>

<http://www.facebook.com/heartbreakhillrunningcompany>

YOGA:

Yoga provides great benefits for runners. It increases core strength, stretches out the hips, and increases overall flexibility. Try it on Sundays after your long run. If you start incorporating it now, you will be more ready and comfortable doing it during training. Here's a link to Runner's World's Yoga Center: <http://www.runnersworld.com/beginners-yoga-for-runners>

Short 7min recovery yoga for post run: <http://www.runnersworldonline.com.au/recoveryyoga/>

HEARTBREAK STUDIO:

Find out more about Heartbreak Studio, check out the schedule, and purchase classes or packs here: <https://www.heartbreakhillrunningcompany.com/class-schedule>. WE NOW OFFER 2 HOUR OPEN TREADMILL BLOCKS at a single class rate to help you get out of the elements in the safety and warmth of the studio. Get your run done on a Woodway treadmill and take advantage of all of the amenities at Heartbreak Studio Cambridge.

2 IMPORTANT NOTES!

1) Get your 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

- Click "Sign Up"

- Enter the same email at which you receive my newsletter

- Choose a password

**** JUST ADDED: Road to Boston page & pre-run warm-up video ****

- 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.

2) 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 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.

PT RECOMMENDATIONS:

wellnessinmotionboston.com
jointventurespt.com

SAFETY NOTICE:

Please be vigilant out there training and remember these basics:

- wear bright clothing
- wear lights in the dark (avoid running in the dark if possible)
- assume cars cannot see you and be careful at intersections
- stay on the sidewalk
- opt for a treadmill in foul weather or dark conditions
- don't listen to headphones when running outdoors
- bring identification on the run
- let someone know you're going for a run
- remember, even though it's not dark out, low evening sun can be very dangerous impairing the vision of drivers

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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>