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INDIANAPOLIS



MONUMENTAL



11.07.2015

FULL MARATHON & HALF MARATHON

5K

KIDS FUN RUN

 **Franciscan**  
ST. FRANCIS HEALTH

**APEXBENEFITS**

*Lilly* | DIABETES

October 6, 2015

Dear,

We're bringing you our monthly newsletter a day early this month to alert you to our last **pre-expo price increase!** Be sure to register today to secure your spot - they're selling out fast! Remember, if you're registered already you'll continue to receive these update e-mails full of important announcements and race-day info. This is your best way to stay informed all the way until race morning.

As always, read below for our regular Coach's Corner, Volunteer of the Month, and Monumental Story Features.

### Issue Highlights:

[Price Increase and Sellout Info](#)

[Monumental Story: Andrew Peterson](#)

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## Price Increase Alert & Sellout Info!

**Prices are going up tonight!** We expect a big push of registrations before the price increase - **with only a few hundred spots left in the marathon and the half marathon over 85% sold out**, register now to make sure you don't miss out!

[REGISTER NOW](#)

Already registered? Congrats! [Click here to confirm on eventbrite](#)

## Monumental Story: Nothing Comes Easy

*Andrew Peterson will be a featured speaker at the IMM Health and Fitness Expo.*

*Born with Fetal Alcohol Syndrome, Andrew lived in foster care and wasn't expected to walk or talk normally. All that changed when Craig Peterson adopted Andrew and his three siblings.*

*The following story is written by Andrew's father, Craig Peterson:*

Like his running idol Steve Prefontaine in his boyhood days, my son Andrew had a lot to prove at his first race. He wanted to be as good as everyone else - not left behind. Therefore, I made my expectations clear. "Don't stop. Keep up with me." And for the next decade, he kept doing just that.

Today, in one packed Indiana high school gymnasium after another, my son stands tall at the podium to share his story - commanding the attention of every student.

"Shortly after birth, I was found alone. I went to a foster home and was later adopted. My birth mother drank alcohol during pregnancy, and since I have brain damage from Fetal Alcohol Syndrome, nothing in life has ever been easy..."

[Click here to read the full story](#)



## Want to Share Your Story?

We have as many Monumental Stories as we have participants - and we want to feature yours! Has running changed your life? Are you overcoming an obstacle to run our race? Share your story and be featured in one of our upcoming newsletters and on our website!

E-mail your story to: [rhi.johns@monumentalmarathon.com](mailto:rhi.johns@monumentalmarathon.com)

[Click here to read the Monumental Story Archive](#)



## Race Day Nutrition: Carb Boom!



Our on-course nutrition this year will be brought to you by boom! and Carb Boom ! Energy Gels.

Boom! Nutrition strives to create products that are easy, practical, and effective. That's why formula is so important. The team of athlete scientists have created an energy gel that is the perfect consistency, not too thin and not too thick.

Innovative packaging gives Carb Boom! Energy Gels a head start right from the get-go. Low-profile, streamlined pouches are ideal for cyclists, runners, and triathletes. They are designed with the athlete in mind: They can be easily opened mid-run! Carb Boom! Energy Gels will be available on the course on race day!

[Read More about Carb Boom!  
Energy Gels](#)

## Coach's Corner with Matt Ebersole

## How to Use a Pace Team

*There are not many things that have ruined more races than being committed to a pace at all cost. It seems on race day many will go full speed ahead with goal pace despite suspecting and then knowing it is not going to be an A+ day. This is the easiest way to go from missing a goal by a few minutes to a full blown crash and burn. Amazingly enough there are many days when backing off a little early allows your body to come around to having a great day after all.*



*So let's figure out the best way to use a pace group to help you give your best effort on race day.*

### [Click to read all about it on Matt's blog](#)

\*This year's Monumental Marathon Pace Team is almost set. We can use more help at 1:05 and 1:15 for the half marathon (the only half marathon pace groups) and 2:37, 2:43, 3:00, 3:10, and 3:20 for the marathon. There are perks for being a pacer and even bigger ones for 2:43 and faster. Please email me at [paceteam@monumentalmarathon.com](mailto:paceteam@monumentalmarathon.com) if you are interested in learning more.

## Volunteer of the Month: Back on My Feet Indianapolis



We would like to recognize [Back on My Feet Indianapolis](#) as our volunteer of the month! Since 2011 BOMF supporters have volunteered at the water station T on the half marathon and marathon courses and water station Z on the 5k course. Back on My Feet is a national for-purpose 501(c)3 organization that uses running to help those experiencing homelessness change the way they see themselves so they can make real change in their lives that results in employment and independent living.

Once again in 2016 BOMF will have at least 60 volunteers combined at the two locations. If you're interested in joining them please visit their [volunteer registration page](#) for more information.

Thank you Back on My Feet Indianapolis for your continued commitment to the IMM!

If you would like more information on becoming a Monumental Volunteer or if you would like to nominate a Volunteer of the Month, please contact our, Community Outreach Manager, Casey Collins, at [casey.collins@monumentalmarathon.com](mailto:casey.collins@monumentalmarathon.com)

## Don't Forget Your....



### Monumental Visors

This super comfortable visor comes with large forehead coverage along with a soothing inner band that goes a long way in producing a blissful effect on the wearers. This adjustable option is customizable as well and is a perfect companion outdoor activities in the sun. [Click here to order.](#)

### Pasta Dinner Tickets!



Carbo-load Friday night with a delicious Pasta Dinner from Laria's Italian Restaurant. Laria's specializes in sweet Sicilian sauce over pasta and traditional Italian cooking. Four generations of the Laria Family have been serving antipasto, pizza, lasagna, & spaghetti for over 90 years. Choose from several different pasta options, salad, bread, dessert and beverages. There is also a gluten free option that you can request by emailing [register@monumentalmarathon.com](mailto:register@monumentalmarathon.com) by 10/23. [click here to add to your order](#) .

[PURCHASE JACKETS, ENGRAVING, PASTA DINNER TICKETS & MORE AT OUR EVENTBRITE MERCHANDISE SITE](#)

Race day will be here before you know it! Make sure to stay tuned for all of our important upcoming announcements. From here until race day, we'll be bringing you weekly news to keep you fully informed. Until then, enjoy your training!

Important Deadlines:

**10/12** - Last Day to Upgrade/Downgrade Registration

**10/20** - Last Day to Register with custom name on Bib Number

**11/3** - Online Registration Ends\*

\*Sellouts expected in full and half marathon prior to registration closing!

We'll be in touch next week with more exciting announcements about our upcoming race weekend events!

**Don't forget: Price to up tonight at 11:59pm and races are filling up fast!**

 [Register for November](#)

[Confirm Your Registration With Eventbrite](#)

Happy Training!

***Blake Boldon***  
***Executive Director***  
***Indianapolis Monumental Marathon***



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## MEDIA SPONSORS



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