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October 20, 2015

Dear

Tonight we want to remind you of two important deadlines that occur at midnight tonight (10/20): this will be the cut off to register and have your custom name printed on your bib, as **well as the deadline to upgrade/downgrade your registration!** (Need to do this? Send an e-mail to register@monumentalmarathon.com **tonight!**)

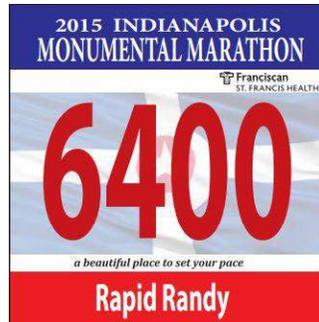
We have less than one hundred spots remaining in the marathon. After the downgrade deadline tonight, we'll be updating our numbers and selling a limited number of remaining open spots! They won't last long!

We also bring some exciting news about our speaker schedule and a special opportunity with Runner's World Chief Running Officer, Bart Yasso!

Issue Highlights:

- [Personalize Your Bib](#)
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Let 'em Cheer - Last Night for Personalized Bibs!



There's no better way to stay motivated for 26 miles than by having a personalized cheering section the whole way! Let people cheer for you by name by having your first name (or whatever name you prefer up to 15 characters) on your bib number! The cut off to have this included is TONIGHT! So register before it's too late!

REGISTER NOW

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

Full Schedule Announced

A banner for the 2015 EXPO SPEAKERS. It features a row of eight speaker portraits with their names listed below them. The names are: Dr. Corrigan, Andrew Peterson, Amy Begley, Matt Ebersole, Andrew Begley, Carlton Ray, Bart Yasso, and Kris Freeman. Below the portraits, the text "2015 EXPO SPEAKERS" is written in large, bold, black letters, followed by "Click for more information" in a smaller, bold, black font.

We are pleased to announce our full speaker line up for the 2015 IMM Health and Fitness Expo! This list is jammed packed with running celebrities, experts on the sport, and IMM info!

Speaker Schedule

11:30 a.m. - 12:15 p.m.: Carlton Ray, IMM Founder & Course Preview

12:30 - 1:15 p.m.: Matt Ebersole, IMM Pace Team & Elite Athlete Coordinator

1:30 - 2:15 p.m.: Andrew Peterson, 2 x Runners World Cover Finalist

2:30 - 3:15 p.m.: Dr. Corrigan, Franciscan St. Francis Medical Expert

3:30 - 4:15 p.m.: Amy Begley, 2008 Olympian & Atlanta Track Club Head Coach and Andrew Begley, 4 x IN High School State Champion & 9 x NCAA All-American

4:30 - 5:15 p.m.: Bart Yasso, Runner's World Chief Running Officer

5:30 - 6:15 p.m.: Kris Freeman, 4 x Winter Olympian & Ironman Triathlete

Additional Exciting Events

12:00 - 1:00 p.m.: Stop by the Pace Team booth for an autograph session with Andrew Peterson

12:00-1:00 p.m.: Stop by the Franciscan St. Francis booth for the first ever "Ask the Doc" session

4:00 - 5:00 p.m.: Stop by the Lilly Diabetes booth for an autograph session with Kris Freeman

5:00 - 6:00 p.m.: Stop by the Pace Team booth to meet two of the country's best young coaches, Andrew & Amy Begley.

Thursday Night Special - Bart Yasso!



New this year - we'll have a featured speaker Thursday night at the expo! Stop by from 5:00-5:30 for "Warm up with Bart Yasso, Runners' World Chief Running Officer".

After his talk, Bart will host "Selfie Hour with Bart Yasso" - come and take a picture with this running celebrity and be pictured on Twitter and Instagram to his huge social media presence ([@BartYasso](#) has over 58,000 followers!).

Staff Marathon Update!

Not strangers to the sport, two of our staff ran marathons of their own this weekend!

Executive Director Blake Boldon - Indianapolis Marathon

Blake Boldon ran the 20th Annual Indianapolis Marathon this weekend at Fort Ben and learned a whole new perspective on running heroes. You can read all about it on our blog, [here](#).



Marketing & Communications Coordinator Rhi Johns - Scotiabank Toronto Waterfront Marathon (Canadian National Championships)

Rhi Johns also ran this weekend in her native country, Canada. Rhi ran a new personal best of 2:38:28, good for 4th place in the Canadian National Championships.

Millennial Running Survey

We're partnering with Running USA and RacePartner in a nationwide study conducted by Achieve to better understand the behaviors and motivations of Millennials (born 1980-2000) who run/race/walk. The results of this research will help us learn about Millennials' preferences for and engagement in endurance events. Findings will be published as the Millennial Running Study later this year. The survey will take less than 10 minutes. Thank you for your help in this important study!

[CLICK HERE TO TAKE THE SURVEY](#)

Marathon Petroleum



Marathon Petroleum is proud to be the inaugural sponsor of Team Monumental Kids! When the Indianapolis Monumental Marathon proposed this partnership opportunity, it was an instant fit! Philanthropy and education define some of Marathon's core civic-minded values.

The mission of Team Monumental Kids is to share the importance of physical health and nutrition with the Indianapolis youth. Marathon fuels this cause, and is committed to programs that support the communities in which it operates.

But this caring spirit does not stop here! Marathon wants to give back to those who fundraise for Team Monumental Kids. That's why now through November 7th, anyone who fundraises more than \$100 will receive a gift on behalf of Marathon! The gift comes in the form of Marathon's latest savings program for drivers, Cents Off Marathon!

Cents Off is designed to instantly drop the price at the pump at all participating Marathon gas stations. It's a fun, unique way to save money on gas. Cards come in 3 denominations, 13c , 26c, and 52c. This discount is good on up to 20 gallons at your local Marathon!

So stay involved, stay invested, and let Marathon help ignite your mission to save along the way! To find out how to start saving today, visit www.drop-tank.com/centsoffmarathon

[VISIT TEAM MONUMENTAL KIDS](#)

Michelob Ultra After Party!



Want the chance to #LIVEULTRA?? Join Mich Ultra and The Fan on October 29th from 7-8:30 at 317 Burger and **they will be giving away tickets to the Broncos and Colts game, for Sunday November 8th.**

Then, take the weekend to LiveUltra at the Michelob Ultra Beer Garden at the Finish Line of the Monumental Marathon and the Big Game, courtesy of Michelob Ultra.

On Course Nutrition



Stay hydrated on the course with lemon-lime Gatorade! Gatorade will be provided at aid stations along the course and at the finish line.

[For a detailed map of aid stations, click here.](#)

Our on-course nutrition this year will be brought to you by Boom! Nutrition. Boom! Nutrition strives to create products that are easy, practical, and effective. Their 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. Carb Boom! Energy Gels will be available along the Monumental Marathon course near miles 8.5, 15, and 22 and near mile 8 of the Monumental Half Marathon course.



As we approach race day we'll be bringing you all the exciting news through these weekly newsletters. Stay tuned for all important updates and information!

Don't miss your chance to #BeMonumental!

[Register for November](#)

[Confirm Your Registration With Eventbrite](#)

Happy Training!

Blake Boldon
Executive Director
Indianapolis Monumental Marathon



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