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INDIANAPOLIS



MONUMENTAL

11.07.2015

FULL MARATHON & HALF MARATHON

5K

KIDS FUN RUN

 **Franciscan**
ST. FRANCIS HEALTH

APEXBENEFITS

Lilly | DIABETES

November 24, 2015

Greetings!

Happy Holidays! This week we bring you the runner's guide to Black Friday, Small Business Saturday, Cyber Monday and Giving Tuesday along with another inspiring Monumental Story.

Issue Highlights:

[Monumental Story: Running Past Cancer](#)

[Black Friday Deals](#)

[Small Business Saturday](#)

[Cyber Monday](#)

[Giving Tuesday](#)

Monumental Story: Running Past Cancer

Mike Patterson was diagnosed with cancer, twice. He has since ran 5 marathons and completed an Ironman Triathlon.

"My name is Mike Patterson. I am a 47 year old male who completed the Monumental marathon for the second year in a row, it was my 5th full marathon since I was diagnosed with non-Hodgkins Lymphoma in 2008. I would anticipate doing the Monumental every year for as long as my body will allow. I couldn't imagine being told I have cancer but being told twice was a lot to handle. Please take my story as a story of faith, courage and resilience."



[To read more of this incredible journey, click here.](#)

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

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

Black Friday: In Town Deals from Your Favorite Stores!

Athletic Annex

Don't miss the Athletic Annex BLACK FRIDAY and SMALL BUSINESS Weekend shopping event! Kick off the shopping season with Athletic Annex!

This Friday, Saturday and Sunday only, for every \$100 you spend in store, you'll get a \$25 gift certificate.

[View Store hours and Directions](#)

READY. SET. SHOP!



**FRIDAY - SUNDAY
GET A \$25 GIFT CERTIFICATE
FOR EVERY \$100 THAT YOU
SPEND AT ATHLETIC ANNEX!**

BROAD RIPPLE - 86TH & DITCH

Endurance House

Visit Endurance House for incredible Black Friday & Small Business Saturday Deals! Find the perfect gift for every runner on your list while enjoying up to 50% off!

[View store hours and locations](#)



Endurance House
Redefine Your Possible.

BLACK FRIDAY SALE
Up to 50% off*
Nov 27-Dec 4

adidas asics BMC cervelo
HOKA ONE ONE Mizuno saucony

*Some restrictions apply. In-stock items only. Not all models included in sale. See store for details.

endurancehouseindianapolis.com

640 S Main Street, Ste 400
Zionsville, IN 46077
317.344.0940

9778 E 116th Street, Ste C
Fishers, IN 46037
317.537.8040

Runner's Forum

Give the gift of health! Get season best deals on shoes, apparel and accessories at the Runners Forum on Black Friday and Small Business Saturday. Special Black Friday hours, 9:00 am-6:00pm. Visit any of the 7 Runners Forum Indianapolis locations. We're ready to help you enjoy the benefits of an active lifestyle.

[View hours and locations](#)

RUNNERS FORUM

BLACK FRIDAY

15% off
GARMIN.

\$20
gift card
with
purchase

Spend **\$50**
Get **\$10**

Buy 1
Get 1
30% off

Small Business Saturday: Satisfy Your Sweet Tooth!

Taylor's Bakery

Shop small, shop local, and shop delicious at Taylor's Bakery this small business Saturday. If you liked our finish line cookies, you already have a taste for this fourth

generation, family-owned and operated bakery. As a special deal on small business Saturday, **quarts of ice cream will be buy one, get one free on Nov. 28th!**



[VISIT TAYLOR'S BAKERY](#)

Cyber Monday: Monumental Gear Deals!

Monumental Gear will be offering a **special 26.2% discount**- good for cyber Monday only. Use the code "CyberMonday" at checkout to get the deal!

2015 Holiday Special: Get a sport wick ¼ pull over, the runners duffle bag, and car decal. **An \$85 value for \$75.**

All items receive free shipping until Christmas!



[SHOP](#)
[MONUMENTALGEAR](#)

Giving Tuesday: Team Monumental Kids

This giving Tuesday, fight childhood obesity with Team Monumental Kids! Team Monumental Kids directly supports Monumental Kids Movement, a nine week youth running program culminating with students running the Indianapolis Monumental Marathon 5k. The bi-weekly program focuses on educating Indianapolis youth on the benefits of exercise, proper diet and healthy living.

Through support by people like you, the program and entry to the 5k is free to participating students. [Click here to donate](#)



[CLICK HERE TO](#)
[DONATE](#)

We hope you have a wonderful holiday week and are able to take advantage of some of these great deals. We'll be back next week with another Monumental Story.




Remember - registration will open on January 1 with special Monumental Resolution pricing!

Until next week,

Blake Boldon
Executive Director
Indianapolis Monumental Marathon



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