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July 5, 2016

Summer is in full swing and it's time to start training! Our newsletter includes a FREE Perseverance Pack program, all new training tees, an incredible Monumental story, and much more!

You will continue to receive these newsletters, whether or not you have previously registered. You can always confirm your registration with your [eventbrite account](#).

Join the Perseverance Pack

The CNO Financial Indianapolis Monumental Marathon and Half Marathon recognize the achievements of all runners and walkers. We've created a special group to celebrate those runners and walkers by forming the [Monumental Perseverance Pack](#).

The Perseverance Pack is a **FREE program** designed for those who are diligent in their discipline and love to run and walk long distances. They serve as an inspiration to new runners and walkers and cheer on those around them. While they are not setting records, or standing on the winner's podium, they are winners in the way they handle themselves everyday. They get up even earlier than the elite runners - because it takes longer to do 20 miles when you have an 11 minute pace per mile, however, they do it because they are runners, the same way those who stand on the podium are runners!



Participation is FREE and comes with a number of benefits, including:

- Commemorative Gift
- Exclusive Membership Emails
- Access to Monumental Training Plans
- Invitation to pre-race team meeting at the CNO Financial Indianapolis Monumental Marathon Health and Fitness Expo the day before the race with a special guest speaker
- Invitation to the "Monumental Appreciation Celebration" event



[Register Today to get Started - it's Free!](#)

New IN Training Shirts



New Shirt Alert!

Show everyone you're IN Training with all-new tech shirts! You'll feel like a pro when you sport the new CNO Financial Indianapolis Monumental Marathon IN Training shirt. This lightweight, Champion, moisture wicking, odor resistant shirt with full color front and back print is designed to promote unrestricted mobility. Available in unisex sizing small through 2XL.

Order one today at registration or add one on at the [CNO Financial Indianapolis Monumental Marathon Merchandise Store](#)! Only \$28 and ships weekly!

Indianapolis Half Marathon

Your Best Tune Up Race

If you're training for the either the CNO Financial Indianapolis Monumental Marathon, Half Marathon, or 5k, the Indianapolis Half Marathon and 5k are the perfect tune up run! Register now and practice a race-day run through on October 8!

P.S. Were you registered for a Monumental Race before 6/30? You have a discount code for the Indianapolis Half Marathon or 5k in inbox - it expires tonight!

[Indy Half Registration](#)



FREE gender specific, performance material, quarter zip with half marathon registration!

Monumental Story: Akai Yoshida

Celebrating Today

On July 28, 2013, my life changed forever. I had an accident practicing acrobatic yoga, which resulted in a C6 incomplete spinal cord injury. Initially, I was paralyzed from the neck down and I was hospitalized for 1 month. I always considered myself an athlete: a marathon runner, rock climber, mountain biker, and snow boarder. Not only did I lose my identity as an athlete, but I also thought I lost my career as an outpatient orthopedic physical therapist. My role has completely flipped, as I became a patient to receive therapy instead of providing therapy.



Twenty-eight months after my injury, I stood on a starting line to walk 13.1 miles using my carbon fiber leg brace and 2 walking sticks at the Monumental Half Marathon with my former inpatient rehab physical therapist, Nora Foster and co-worker, Ray Varner.

I chose this race because I wanted to celebrate my recovery but also wanted to raise money and be part of Team NeuroHope where Nora now works providing therapy to those with injuries similar to my own. Neuro Hope is an innovative physical therapy clinic in Indianapolis. Chris Leeuw, also a spinal cord injury survivor founded this clinic to provide long-term rehabilitation and wellness following neurologic injury. As a physical therapist myself, I understand the importance of long-term rehab, health and wellness, but unfortunately, many patients cannot afford the service due to financial limitations and/or insurance restrictions.

Crossing the 13.1 mile-finish line on my own two feet with my formal therapist and co-worker had a bigger impact on my life than past full marathons I've completed. I still love challenges as an athlete, however, my obstacles and goals are now just different. ...

To learn more about Neurohope visit <http://neurohopewellness.org/donate/>

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

Coach's Corner with Matt Ebersole

Hope & Insanity

Remember when you starting running and you were thrilled to make it a block and then a mile without stopping? That led to your first 5K and then your first half marathon and then maybe a marathon (or beyond). Running was sweet and simple. The more you ran the better you became.



At some point you found you had to add higher quality workouts to continue improving. Then you figured out the awful truth that the better you got the more work it took to continue getting faster. Eventually, you may have found yourself on a long-lasting plateau.

If you have plateaued and are still hopeful for improvement by doing the same thing that has ceased to be successful, you may have met the running version of the popular definition of insanity. That is, continuing to train the same way that is no longer working, but still expecting progress. Though I am addressing the more experienced and accomplished runners in this post, if you follow me to the end, there is a point for everyone.

[Click here to read on...](#)



Matt Ebersole is the founder & coach of Personal Best Training. Matt has coached over 7,000 athletes since 1991. Coach Ebersole has served as the IMM Elite Athlete and Pace Team Coordinator since 2013.

Volunteer of the Month: Allison Plopper

This month we would like to recognize Allison Plopper as Volunteer of the Month! Allison has been a volunteer at both Marathon weekend and the Monumental Mile, as well as serving on the Monumental Advisory Committee. She has been a huge help to the Monumental's success!



"I love everything I do with the Monumental which is why I continue to come back and help each and every year. From the fun of set up and packet pickup at the expo to the finish line I love the atmosphere. The volunteers are there to celebrate all of the runners accomplishments and I am lucky to get the opportunity to be a part of that!"

Thank you Allison for all that you do!

If you would like to nominate a volunteer of the month, please contact rhi.johns@monumentalmarathon.com

Fit Bloggin'



We are thrilled to be attending the FitBloggin & FitSocial event in Indy this year! We want to share and encourage you to also be a part of this event July 21-24. Many of you have a great story to tell and this is your opportunity to be a part of a larger blogging and social sharing community that spans the U.S.

You don't need a blog to attend! Fitbloggin was founded to bring fitness and health bloggers together to learn and cultivate a community of fun, fitness and healthy living. Since that time, the event has expanded to bring together anyone who uses social media, blogging or writing to tell their story, share their fitness journey or their tales of living a healthy lifestyle!

Expect to learn about the business of blogging, social media, and other health and wellness topics. **Special Offer: Use promo code LIVEHEALTHY for 30% off registration! [Get registered today!](#)**

Stay tuned later this month for an opportunity to access FREE training plans and set you next PR!

Monumental Registration

[Click here to confirm your registration on Eventbrite](#)

Be Monumental,
Blake

Blake Boldon
Executive Director
Indianapolis Monumental Marathon



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