

Hey all you beautiful Girlfriends,

We are 1 WEEK away from our 11th Annual **Girlfriends Half & Quarter Marathon!** The weather forecast is looking perfect for a run or walk!

There is a lot of important information in this email for you to review - especially for you rookies! We put the important information for everyone at the top so you veterans can focus there, and if you're a newbie read the whole thing. It's a long email but we want to answer all your questions so you can enjoy a stress-free event. So sometime over the weekend, grab a coffee, tea, Humm Kombucha or a glass of red ;), take a seat, relax, review the material and start to get excited for event day!

First, for those of you who have never done this race before, we wanted to give you a little insight into how special this event is and our motives for organizing the Girlfriends Run for a Cure. We created this event to honor our very good friend and client, Joleen Skarberg, who was diagnosed with Breast Cancer 11.5 years ago. Joleen is one of those women who everybody absolutely loves - she is kind, caring, positive, upbeat and just the most incredible mother, wife, grandma and friend. When we found out she was diagnosed with Breast Cancer, it just didn't feel fair. Why would someone as wonderful as Joleen be dealt these cards?! Well, she's the kind of woman who inspires you and so we decided to organize this event so we could raise funds for research and one day, find a cure for Breast Cancer. Treatment options and recovery for Breast Cancer Survivors has improved so much over the years and we owe this to the funds that have been raised from events like this to support research, diagnosis and treatment. Joleen continues to run and workout with us regularly, proof that events like this are so important. In years past, a woman like Joleen would not be doing as well as she is today. You'll see her running again this year - look for #1 so you can cheer her on. This year, one of our very special Girlfriends and WHY's former marketing director Jaime Miller was also recently diagnosed with Breast Cancer and will be participating wearing #10 (of course, because she's a perfect 10). Watch for **#TEAMJAIME!** We dedicate this event to Joleen, Jaime and to every other woman, man, and child whose life has been impacted by Cancer. Kudos to each of you for recognizing that collectively we can all make a huge difference! You all rock!

Note: Online Registration is still open until Wednesday October 11th at midnight so tell all your girlfriends they can still participate. If they aren't doing a ton of running, let them know half of our gals walk, and also make sure they know about our Quarter Marathon option (6.55 miles) which is a lot more manageable! Most people can easily walk it in about 2 hours. Forward them this email and maybe you will inspire them and they join us. Have them register at <http://whyracingevents.com/event/934> If we each inspired one more girlfriend, we would beat all of our fundraising goals! After Wednesday night, they will still be able to sign up at Packet Pickup or even on race day if needed.

And remember to sign your kids up for the **Kids Mini-Marathon**. At 12:15, we will let the kids run/walk 1.1 miles and cross the finish line with all the Girlfriends. The look of joy

on their faces is priceless! 100% of their registration fee goes to Children's Center, an organization that helps local kids going through some really tough struggles. You can register them at the same link above!

Our second motive for organizing this event is for all of you. We want to make sure each of you has the most unbelievable experience and feel a huge sense of accomplishment when you cross the finish line. We want you all to feel pampered, appreciated and loved. **The Girlfriends SWAG is off the charts! We hope you love your finisher's Medal that is also a Wine Opener but you may love more that we have fire-fighters from the Vancouver Fire Department waiting to greet you at the finish line to put that medal around your neck as you finish! Oh yeah, baby! That's worth the entry fee right there! You'll receive an awesome long sleeve technical runner's shirt, a very cool branded Girlfriends bag that you can place your ID, keys, phone etc in while you're running or walking (aka a Fanny bag only way cooler!), firemen at the finish line, sweet treats, coffee, mimosas, an amazing brunch catered by Warehouse 23 and so much more!** What you get is so much more than the price of admission plus you can feel so good knowing that you are helping to raise so much money for such an important cause! We will definitely surpass our goal of \$500,000 raised because of Girlfriends like YOU! We get so much joy knowing that we are providing an opportunity for women to get together and do something great for themselves and for our community. We are so excited and honored to be completing this journey with all of you for the 11th year in a row. It's a miracle and a testimony to the power of women and all of our loved ones that we started this event with 400 participants and now it's one of the most popular events in the Northwest.

Here's important information that will help you have an amazing Girlfriends Run for a Cure experience:

NEW Venue: You've probably heard by now that we have changed our Start/Finish location. We are no longer in front of Northwest Personal Training studio! We are now starting and finishing just beside Warehouse 23 at the Waterfront park. The address is 100 Columbia Street, #102, Vancouver WA 98660

Packet Pick-up: For those of you have done Girlfriends in the past, please note Packet Pickup is NOT at Northwest Personal Training. We will be at Fleet Feet Vancouver and Portland at the times noted below. They are one of our sponsors and we really want to do what we can to support our local, small business retailers.

Note the different Packet Pickup Locations and Times - We want to give an option for Vancouver and Portland athletes to make it easy for you to pick up your materials. Remember to bring your ID and if you are picking up packages for Girlfriends, remember to have them complete and print the authorization form at <http://nwpersonaltraining.com/wp-content/uploads/2016/04/Packet-Pickup-Authorization-Form.pdf> and have them send it with you and a copy of their ID. This is now a requirement since we are sanctioned by USATF.

Pick up Location and Times:

Friday, October 13th from 11am-6pm

Fleet Feet Sports Vancouver
16020 SE Mill Plain Blvd. #113
Vancouver, WA 98684
360.885.4556

Saturday, October 14th from 1pm-5pm

Fleet Feet Sports PDX
2258 NW Raleigh Street
Portland, OR 97210
503.525.2122

Please pick up your goody bags, bib #, and shirt at the Friday and Saturday time slots listed above. Note, we do not have packet pick-up scheduled for Sunday but if it is absolutely impossible for you to pick up on Friday or Saturday we will accommodate you. It's always so busy on Sunday morning and it makes it easier on everyone, yourself included, if you take care of this on Friday or Saturday. But don't stress out if you can't make it. We will definitely take care of you.

Also, I want to note that we've got a bunch of really cool **Girlfriends Run for a Cure memorabilia** including old running shirts etc that make for nice gift! So if any of your old Girlfriends shirts are getting a little worn, pick up a brand new one for real cheap! **We also ordered a few extra Girlfriends Hoodies so if you missed the online sale, you could still get one at Packet Pickup for \$30.**

If you ordered a Girlfriends WHY? Because Cancer Sucks or Because my Girlfriends Made Me Hoodie (or earned one by raising more than \$250 or \$500 on your personal donation page) you can pick them up at Packet Pickup.

Official Girlfriends Merchandise: It's what every Girlfriend wants! Official Girlfriends Merchandise is in and ready to be purchased [online here](#). There are tank tops, jackets, long sleeve hoodies, trucker hats and more and 10% goes to Pink Lemonade Project so they make a perfect gift for your girlfriend or BFF (or yourself!) Hurry before all items are gone!

When to Arrive on Race Day: We suggest you plan to arrive at the start/finish by 8:00am at the latest to allow you enough time to get situated, take a potty break, and get yourself mentally and physically prepared. Pre-race announcements will begin at 8:30am, with the high energy and fun warm-up at around 8:45, and the event officially starting at 9:00am.

We also want to do a special acknowledgement to all of our Cancer Survivors who will be participating, so please gather around the stage at 8:25am so we can

[take photos. We also have a little gift for each of you to thank you for participating and being such strong and inspirational women!](#)

Parking: Parking in downtown Vancouver is free on weekends, so park in any of the designated meter spots / city parking lots. There is plenty of parking available. You may have to walk a few blocks, but consider it your warm-up. Better yet, try carpooling with your gals or taking the Bus with C-Tran.

WAVE Starts: This is an important initiative to create an experience that is more enjoyable and safe for all of you. After our warm-up, you will head towards one of four areas depending on your speed. The corrals will be labeled so you don't have to memorize this but just be sure to make a mental note when you arrive at the start/finish area.

- Sub 9:30 minute per mile pace - line up right behind the start/finish banner
- 9:30-12 minute per mile pace - line up in the round-about area north of the Start/Finish line
- 12+ minute per mile pace and walkers – line up in the middle of the outdoor expo area.

Please be sure to start in the correct corral, otherwise it's very frustrating for the runners/walkers behind you. Plus you will have a much better experience rather than getting tripped up by someone trying to get around you.

Course: We believe this is one of the prettiest courses in the Northwest! It is basically the same course we've done over the last 10 years but in reverse so no big hill at the end! Yahoo! We've designed the course to take you through some of the most scenic areas of Vancouver and it really highlights our wonderful community! There will be a few lead cyclists and plenty of course marshals and signage to ensure you know exactly where you are going. **There are a few sections that are tight and will require you to run both directions past each other, just be sure to stay to the right so there are no collisions!** Please always listen to the course marshals - they are there for your safety. When on any road-way, be sure to watch for cars. And if you have the option, use the sidewalks/paths. We will also have a designated 'sweeper' to be the last walker (so you don't have to worry about being last!). The course will be marked at each mile. For those of you who would like to study the new course in detail, you can visit the [new course maps here.](#)

This is a good link to send to your supporters also so they know the course and can plan out their cheering locations. Good spots for your loved ones are Fort Vancouver, along the waterfront in front of the Confluence Bridge/Old Apple Tree entrance, Beaches restaurant along the waterfront, Marine Park/Wintler Park Area (for Half Marathoners only) and of course, the finish line at Warehouse 23. Please remind them to be careful if they are going to drive along the course to cheer you on at various locations. And also remind them to make awesome signs for you, bring their cowbells to help keep your energy up and flowers for the finish line! Don't assume they know to do this - sometimes you've got to give family a little direction!

Quarter & Half Marathon Splits: There are two very important splits on the course that you will want to pay attention to. **At about 2 miles after you pass the first water station at the bottom of Fort Vancouver hill, Half Marathoners will continue straight along 5th until Grand but Quarter Marathoners will turn around earlier (just past Reserve and 5th)** Go the correct way based on how you have registered. **The 2nd course split is at Beaches Restaurant along the Waterfront. Quarter Marathoners will continue straight on the Waterfront trail until their Turnaround and Half Marathoners will exit the Waterfront Trail at Beaches restaurant where they will be directed towards Marine/Wintler parks.** You don't have to memorize this as there will be signage and volunteers instructing you however, you will need to pay attention and follow the instructions. **Note, please don't decide to change the event you registered for or cut the course without officially letting us know or else it significantly affects result reports for everyone.**

Gear Bag Check: If you would like to leave items at the start/finish area, there will be a Gear Bag Check area inside Warehouse 23. **We ask that you place your belongings in a bag with your first and last name and Bib # clearly taped to the outside of the bag so we can easily identify it for you after the race.** We will ask you to show your Bib # when you pick up your bag at the finish. Please understand that we can't be responsible for your valuables, so anything of value, please lock in your car.

Bathroom Facilities at the Start/Finish: We've ordered plenty of Porta Potties for the start/finish! Hopefully, the lines will be minimal! Warehouse 23 will also be open and there are plenty of bathrooms inside there too.

Bathrooms on the Course: Fortunately, there are plenty of bathroom opportunities along the course at Marine Park, Wintler Park and Beaches restaurant. We have also placed additional porta potties at the bottom of Fort Vancouver and along the waterfront trail.

FREE PHOTOS Courtesy of IQ Credit Union: Remember to smile on course and if you do a fun pose/beautiful smile, it may just become your Facebook profile shot! Remember to post your photos to social media and tag #runwithlesschwab, #WHYBEND, #GIRLFRIENDS and #WHYracing to be entered to win some awesome prizes!

Changing Facilities: Please be sure to bring a change of clothes so you can get out of your workout gear and enjoy the post-event festivities. There will be so much fun stuff and great vendors that you will want to stay and experience it all! Feel free to use Warehouse 23 bathroom facilities to change.

'Shirt Swap': If the size of the shirt you ordered does not fit, we will be hosting a 'Shirt Swap' at the T-shirt area in Warehouse 23 after the race. We cannot guarantee you will be able to swap but will do our best to accommodate your need.

Post-event Festivities:

- There will be so much going on after you finish your run, so plan to stick around until the last gal finishes and enjoy a fun, pampering girly day! We've planned lots of cool activities to encourage you to stay because it's just no fun to finish an event when everyone has already gone home. 😊
- **Warehouse 23 is catering our brunch menu indoors in their ballroom** and it's going to be the best we've ever offered including:
 - Veggie Scramble
 - Scallop Potatoes
 - Waffles with Mixed Berries & Whipped Cream
 - Yogurt Parfaits
 - Fresh Fruit Salad with Honey Lime Dressing
 - Assorted Bagels, Donuts & Pastries from Franz Bakery
 - KIND Snack Bars
 - Alpenrose Dairy Chocolate milk
 - Mimosas with HUMM Kombucha
 - Deschutes Brewery Beer
- **Pampering Station inside of Warehouse 23** – We will have trainers from **Northwest Personal Training** ready to stretch you out and provide Foam Rollers to help ease any of your tired muscles. We will also have numerous local massage therapists and chiropractors from **Just for the Health of It, Cohesive Therapy, PACE, and Peace Health** on hand to help with any aches and pains. Be sure to spend some time in this room - **Your body will thank you for it!** You can enjoy time with your girlfriends in our pampering station while we wait for everyone to finish. Can it get any better than that?
- **Awards:** For those of you who are competitive, we've got some really cool Girlfriends Run for the Cure awards for Top 3 Women and Masters Champion Overall for both the Quarter and Half Marathon and Top 3 in each age category - so go hard! Awards Ceremony will start at approximately 11:15am inside Warehouse 23 in the Brunch Ballroom. We used to wait until every gal had finished before doing the Awards Ceremony but too many gals had to leave so if you are one of the Overall or Age Group Champions, please be inside the ballroom at around 11:15am.
- **Results:** Rogue Multi Sport will be timing our event. You will be able to find results post-event at <http://whyracingevents.com/event/934/#past-events-results-photos> Rogue has created Finishers' Certificates that you can print from your individual results link. They will also have Kiosks set up right at the finish line so you can immediately view your results and take a photo of the screen shot so you can post as soon as you finish. If there are any issues with your results, go to the timing van immediately so we can correct before the Awards Ceremony. Rogues also has a results app available for android and apple phones. The Results will be live which is awesome for your spectators! Here are the links:
 - Android <https://play.google.com/store/apps/details?id=com.runsignup.results>
 - Apple <https://itunes.apple.com/us/app/runsignup-results/id1070638979?mt=8>

Pink Brigade Guys - Be sure to thank the awesome Pink Brigade Guys for agreeing to raise \$500+ each for Pink Lemonade Project. These are some brave guys to be able to handle all that estrogen! Please make them feel welcomed - this will be an experience they will never forget! **We will call them up to the stage during pre-race announcements so we will all have the opportunity to thank them for their support and extra efforts! Last year, this small group of guys raised over \$50,000 for Pink Lemonade Project.**

Glam Gals – We've added a new fundraising initiative this year sponsored by **Glam Beauty Bar**. Our group of Glam Gals have each agreed to also raise \$500 for Pink Lemonade Project and we're excited to see whether the Gals or Guys win the top Fundraising title! We'll also call them to the stage to thank them for their extra efforts and please give some extra love to the Glam Gals!

PARTNERS/SPONSORS/VENDORS: There is absolutely no way we could pull this event together without the support from our fantastic Partners, Sponsors & Vendors! Many of these companies have been involved with Girlfriends for years, if not from the beginning. They are a large part of our ability to donate nearly \$450,000 over the last ten years! The best way to thank these companies is to do business with them and to let them know you're doing business with them because you appreciate the support they have given to Girlfriends!

PARTNERS

Thank you to our Partners who support our WHY Racing events year-round!

**Deschutes Brewery Fleet Feet IQ Credit Union
Les Schwab Franz Bakery Running Princess Alpenrose Dairy
COVA Visit Bend Northwest Personal Training**

SPONSORS

Thank you to our sponsors who support Girlfriends!

KIND Snacks, Corwin, RLA ICE/Iceborn, PACE, Chucks Produce, Recovery Water, HUMM Kombucha, Natural Grocers, Doubletree Hilton, Nekter Juice Bar, Glam Beauty Bar, KICK-EEZ, Chipotle, Willows, ANC Movers

VENDORS

We will have 38 vendors sampling products and services at their booths! The expo will enhance your race experience and make the start/finish area jump with energy. Be sure to make a full loop through the expo so you don't miss any of the sweets, treats and pampering! And be sure to thank them for being involved!

Fleet Feet, Les Schwab, Franz, Running Princess, Kind Bar, RLA ICE/Iceborn, PACE, Chucks Produce, Alpenrose Dairy, IQ Credit Union, Recovery Water, HUMM Kombucha, Barre 3 Felida, A List Limo, Advocare, Funky Fresh, When the Shoe Fits, Bloom Society, Sweet Spots, Natural Grocers, Peace Health, Savvy Lips and Skin, Women's Clinic, Susan G Komen, Pink Lemonade Project, Ameriprise, Double Tree Hilton, Nekter Juice Bar, Don Francisco Coffee, #Every28Days, #TeamJaime, Just for the Health of It, Puddle of Goldfish Apparel, Cohesive Therapy, Northwest Personal Training

And last, a huge thank you to the City of Vancouver including the Special Events Office, Transportation, C-Tran, the Vancouver Fire Department and so many others. I'm sure I've forgotten somebody. And if I have, I pray you and all the volunteers/sponsors and supporters will be blessed for your generosity.

Volunteers: **We still need volunteers**, so if you have family and friends that who coming to support you, ask them if they'd like to volunteer and get front row seats to all the action. Have them email volunteer@whyracingevents.com if they are willing to help out. **Our biggest need is course marshals to make sure our athletes all stay safe and on course!** There is no way we could put on this event without the help and support of our volunteer team. Many have dedicated hours and hours of time to this event. So be extra-nice to our course marshals, aid station helpers, Fire-fighters and anyone helping out. Thank them as often as possible and show them the love because we want them to all come back next year! 😊

#Every28Days – “To Provide Dignity Regardless of Circumstances” will be gathering donated feminine products for low income to homeless females of all ages. Please support this very important cause and bring feminine products to donate.

Important information for our Rookies: If you are new to this type of event, you probably have lots of questions. We've placed information regarding what to wear, what to eat, how to taper and other helpful tips at the following link <http://whyracingevents.com/event/934/#training-preparation> Also on our main event page, there is a FAQ section that should be helpful for you!

Be a BFF: One of the best things you can do to help others have an enjoyable experience is to offer lots of support and praise to the rest of the gals completing this event. So as you pass a gal, tell her how great she is doing. And as you're getting passed, tell the gal how strong she looks. Cheer each other on, it makes the time pass by quickly and empowers you and every gal on the course!

Have Fun! As you travel to the race, repeat some positive self-statements about how well you feel and how excited you are about the event. Remember to enjoy the experience. Try your best but remember to pace yourself! **You've already won just by showing up!**

This is my favorite event to host and I feel so honored to count you all as my girlfriends on this very important mission!

xoxo

Sherri McMillan & your WHY Racing Crew