

ESTTA Tracking number: **ESTTA560859**

Filing date: **09/23/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91202562
Party	Defendant Velocity, LLC
Correspondence Address	ANDREA J MEALEY HINCKLEY ALLEN & SNYDER LLP 28 STATE ST BOSTON, MA 02109-1775 UNITED STATES amealey@haslaw.com, tmdocket@haslaw.com
Submission	Defendant's Notice of Reliance
Filer's Name	Andrea J, Mealey
Filer's e-mail	tmdocket@hinckleyallen.com, amealey@hinckleyallen.com
Signature	/Andrea J Mealey/
Date	09/23/2013
Attachments	Applicant's First Notice of Reliance_Part1.pdf(2085133 bytes ) Applicant's First Notice of Reliance_Part2.pdf(2095598 bytes ) Applicant's First Notice of Reliance_Part3.pdf(1139395 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Boston Athletic Association,	)	
	)	
Opposer,	)	Opposition No.: 91202562
	)	Application No.: 85/224698
v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
	)	
Applicant.	)	
	)	

**APPLICANT’S FIRST NOTICE OF RELIANCE**

Notice is hereby given pursuant to 37 C.F.R. § 2.122(e), that Applicant, Velocity, LLC, introduces as evidence and relies upon the enclosed materials as described below.

<u>Publication</u>	<u>Trial Exhibit No.</u>
“Marathon Monday Mania Sweepstakes” <a href="http://www.ingmarathon.org/mmm/index.shtm">http://www.ingmarathon.org/mmm/index.shtm</a>	1
“ING New York City Marathon Marathon Monday Mania!” <a href="https://www.facebook.com/ingnycm/posts/255362381178061">https://www.facebook.com/ingnycm/posts/255362381178061</a>	2
The ING New York City Marathon - November 3, 2013 <a href="http://www.ingnycmarathon.org/schedule.htm">http://www.ingnycmarathon.org/schedule.htm</a>	3
ING New York City Marathon Facebook <a href="https://www.facebook.com/ingnycm/posts/10151231212053324">https://www.facebook.com/ingnycm/posts/10151231212053324</a>	4
“NYCRuns.com for New York Area Runners” <a href="http://myemail.constantcontact.com/Congratulations-Marathoners--Marathon-Monday-Mania-Kicks-Off---Here-s-A-Look-At-November-.html?soid=1102801647201&amp;aid=6XIqZnye2ps">http://myemail.constantcontact.com/Congratulations-Marathoners--Marathon-Monday-Mania-Kicks-Off---Here-s-A-Look-At-November-.html?soid=1102801647201&amp;aid=6XIqZnye2ps</a>	5
The ING New York City Marathon: Race Week Events <a href="http://abclocal.go.com/wabc/story?section=resources/lifestyle_community/nycmarathon&amp;id=8818480">http://abclocal.go.com/wabc/story?section=resources/lifestyle_community/nycmarathon&amp;id=8818480</a>	6
“Marathon Monday: Tours for Sore Legs” <a href="http://www.newyork.com/articles/tours/marathon-monday-tours-for-sore-legs-19529/">http://www.newyork.com/articles/tours/marathon-monday-tours-for-sore-legs-19529/</a>	7
“ING NYC Marathon Sponsor Field Grows, Adds Contests” <a href="http://www.planestrainsandrunningshoes.com/2010/11/marathoon-monday.html">http://www.planestrainsandrunningshoes.com/2010/11/marathoon-monday.html</a>	8

<u>Publication</u>	<u>Trial Exhibit No.</u>
“Marathon Monday at the Marathon Pavilion” <a href="http://beta.active.com/new-york-ny/running/distance-running-races/marathon-monday-at-the-marathon-pavilion-2013">http://beta.active.com/new-york-ny/running/distance-running-races/marathon-monday-at-the-marathon-pavilion-2013</a>	9
“Marathon Monday: Ryan Langson” <a href="http://www.8newsnow.com/story/5709502/marathon-monday-ryan-langson">http://www.8newsnow.com/story/5709502/marathon-monday-ryan-langson</a>	10
“Marathon Monday’ Newest Twist for Disney Marathon” <a href="http://disneyparks.disney.go.com/blog/2010/06/marathon-monday-newest-twist-for-disney-marathon/">http://disneyparks.disney.go.com/blog/2010/06/marathon-monday-newest-twist-for-disney-marathon/</a>	11
“runDisney Announces Extras for Marathon Weekend” <a href="http://www.eatsleeprundisney.com/2012/04/rundisney-announces-extras-for-marathon.html">http://www.eatsleeprundisney.com/2012/04/rundisney-announces-extras-for-marathon.html</a>	12
“Marathon Monday Celebration Terms & Conditions” <a href="http://adisneyworldsports.disney.go.com/media/ewwos/pdf/sports/endurance/MarathonMondayProgramTermsandConditions.pdf">http://adisneyworldsports.disney.go.com/media/ewwos/pdf/sports/endurance/MarathonMondayProgramTermsandConditions.pdf</a>	13
“Christie Clinic Illinois Marathon Marathon Monday Podcasts” <a href="http://illinoismarathon.com/media-archive.php">http://illinoismarathon.com/media-archive.php</a>	14
“Marathon Monday: Week One” <a href="http://fiddledeeme.com/2013/09/marathon-monday-week-one/">http://fiddledeeme.com/2013/09/marathon-monday-week-one/</a>	15
“Marathon Monday – Training in Session” <a href="http://inmidstride.wordpress.com/2013/02/04/marathon-monday-training-in-session/">http://inmidstride.wordpress.com/2013/02/04/marathon-monday-training-in-session/</a>	16
“M Booth word. daily. (marathon monday)” <a href="http://word.mbooth.com/post/12477215522/word-daily-marathon-monday">http://word.mbooth.com/post/12477215522/word-daily-marathon-monday</a>	17
“Marathon Monday” <a href="http://www.planestrainsandrunningshoes.com/2010/11/marathoon-monday.html">http://www.planestrainsandrunningshoes.com/2010/11/marathoon-monday.html</a>	18
“Blue Mountain State Marathon Monday” <a href="http://www.tv.com/shows/blue-mountain-state/marathon-monday-1332850/">http://www.tv.com/shows/blue-mountain-state/marathon-monday-1332850/</a>	19
“Marathon Monday! A page to promote Marathon Monday as they appear in Blue Mountain State!” <a href="https://www.facebook.com/pages/Marathon-Monday-/391383900210#!/pages/Marathon-Monday-/391383900210?id=391383900210&amp;sk=info">https://www.facebook.com/pages/Marathon-Monday-/391383900210#!/pages/Marathon-Monday-/391383900210?id=391383900210&amp;sk=info</a>	20
Marathon Monday <a href="http://colleennolly.wordpress.com/2011/04/11/marathon-monday/">http://colleennolly.wordpress.com/2011/04/11/marathon-monday/</a>	21
LAST CALL: Marathon Monday Playlist! <a href="http://www.fitnessmagazine.com/blogs/fitstop/2011/10/31/fitness/last-call-marathon-monday-playlist/">http://www.fitnessmagazine.com/blogs/fitstop/2011/10/31/fitness/last-call-marathon-monday-playlist/</a>	22
Marathon Monday: Training Commences <a href="http://averagemomswearcapes.com/2011/10/marathon-monday-training-commences/">http://averagemomswearcapes.com/2011/10/marathon-monday-training-commences/</a>	23
“Marathon Monday: Wear it Out” <a href="http://healthystrides.blogspot.com/2012/09/marathon-monday-wear-it-out.html">http://healthystrides.blogspot.com/2012/09/marathon-monday-wear-it-out.html</a>	24

<u>Publication</u>	<u>Trial Exhibit No.</u>
“Los Angeles Times Marathon ‘Monday’” <a href="http://articles.latimes.com/2006/mar/21/opinion/le-tuesday21.3">http://articles.latimes.com/2006/mar/21/opinion/le-tuesday21.3</a>	25
WTSO Marathon Monday <a href="https://www.cellartracker.com/forum/tm.asp?m=74387&amp;mpage=1&amp;key=LASTBOTTLEWINE%2ECOM%2Cmarathon%2CFriday&amp;#74387">https://www.cellartracker.com/forum/tm.asp?m=74387&amp;mpage=1&amp;key=LASTBOTTLEWINE%2ECOM%2Cmarathon%2CFriday&amp;#74387</a>	26
What to Say on Marathon Monday? Well, Anything! <a href="http://runitfast.com/2010/10/21/what-to-say-on-marathon-monday/">http://runitfast.com/2010/10/21/what-to-say-on-marathon-monday/</a>	27
Boston Marathon Supernova LS Tee <a href="http://www.adidas.com/us/product/womens-running-boston-marathon-supernova-ls-tee/AV116?cid=Z61398&amp;breadcrumb=1z13uluZ1z13071Z1z11zrf">http://www.adidas.com/us/product/womens-running-boston-marathon-supernova-ls-tee/AV116?cid=Z61398&amp;breadcrumb=1z13uluZ1z13071Z1z11zrf</a>	28
adidas Boston Marathon 2013 Official Race Jacket – Women’s <a href="http://www.citysports.com/adidas-boston-marathon-2013-official-race-jacket---womens/216819/product">http://www.citysports.com/adidas-boston-marathon-2013-official-race-jacket---womens/216819/product</a>	29

All of the foregoing are submitted in support of Applicant’s contention that the term MARATHON MONDAY is not the same as, or a close approximation of, the identity of Opposer, is not recognized as such and therefore does not point uniquely and unmistakably to the Opposer, is not connected with the goods of the Opposer, and is not of sufficient fame or reputation that a connection with Opposer will be presumed when the mark is used on Applicant’s goods.

VELOCITY, LLC  
By its attorneys,

/Andrea J. Mealey/

Dated: September 23, 2013

Andrea J. Mealey  
Hinckley Allen & Snyder LLP  
28 State Street  
Boston, MA 02109  
Ph: 617-342-9000

**CERTIFICATE OF FILING**

The undersigns affirms that the foregoing APPLICANT'S FIRST NOTICE OF RELIANCE was filed with the Trademark Trial and Appeal Board via the ESTTA electronic filing system on the date shown below.

Dated: September 23, 2013

/Andrea J. Mealey/  
Andrea J. Mealey

**CERTIFICATE OF SERVICE**

I hereby certify that on this 23<sup>rd</sup> day of September 2013, I served a true and accurate copy of the foregoing Applicant's First Notice of Reliance, via first class mail, postage prepaid upon Counsel for Opposer addressed as follows:

Barbara A. Barakat  
Wilmer Cutler Pickering Hale and Dorr, LLP  
60 State Street  
Boston, MA 02109

/Andrea J. Mealey/  
Andrea J. Mealey

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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Applicant.	)	
_____	)	

**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 1**



*[Click here to view Marathon Monday Mania Winners!](#)*

## MARATHON MONDAY MANIA SWEEPSTAKES

What a Marathon Monday it was! Thank you to everyone that participated. We will be picking 50 names and will be posting them at a variety of places tomorrow, Tuesday, November 9th

Today in New York: In the Tri-State Area, tune into Today in New York, on NBC4 from 5am-7am (EDT) to find out if you are a lucky winner!

Runner's World: Click onto Runnersworld.com Beginning at 8 am (EDT)  
[www.runnersworld.com](http://www.runnersworld.com)

NYRR.org: All of the 50 names will be posted on our official marathon website [www.ingnycmarathon.org](http://www.ingnycmarathon.org) beginning at 12 noon (EDT) Congratulations to everyone that will receive a guaranteed entry into the 2011 ING New York City Marathon\*. If you didn't get in, please don't despair. If you registered today, you are officially registered for the lottery that will take place in April 2011.

\*Your credit card will be charged for the full ING New York City Marathon entry. If you were chosen as part of the Marathon Monday Mania drawing, and your card was denied, your entry will be denied

## MONDAY MARATHON MANIA

### Store Hours

November 8, 7:00 a.m.–2:00 p.m.

Central Park at West 67th Street  
and Central Park West



[Get directions](#)

## GET IN.

Be a part of Marathon Monday Mania! You could get into the ING New York City Marathon 2011 before anyone.

Follow the steps below to be entered into a special drawing:

1. Beginning Monday November 8 at 12:00 p.m., apply for the ING New York City Marathon before 5:00 p.m. EDT. You can apply from any computer

or smartphone.

2. Complete the application and write down your entry number.
3. Complete **one of the “Scavenger” items** and take your picture while doing it.
4. Post the picture and entry number on the **“I’m In. We’re In. Get In.” 2011 Facebook page** by 5:00 p.m. EDT on Monday, November 8 to qualify for the special drawing.

**“Tune In”** on Monday, November 8 and for details about where and when we’ll announce the lucky winners Tuesday, November 9!

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Velocity, LLC	)	
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_____	)	

**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 2**

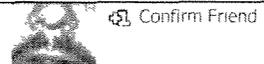
New! Graph Search is here

Search for your friends by name, or use simple phrases to find something specific.

Take a Tour

2013

Like



Marathon Monday Mania!

Runners, if you are in NYC you have until 1pm to enter Marathon Monday Mania sweepstakes to win a guaranteed entry into the ING New York City Marathon 2012! Click here for details http://www.ingnycmarathon.org/nmm/index.htm

The ING New York City Marathon
www.ingnycmarathon.org
The ING New York City Marathon is a 26.2-mile race for kids, teens, and adults. It's a community of all ages and race levels. Funds for the NYRR Foundation, the youth services arm of...

Like Comment Share

21 people like this.

Neisa Condemaita Wohooo! I love the Marathon Monday Mania!!!
November 7, 2011 at 12:11pm via mobile · Like

Nancy Frischman Marsillo I entered yesterday but did not receive any confirmation email. Should I have gotten one?
November 7, 2011 at 11:11pm · Like

Richard W Hennings III Nah Nancy, no confirmation email here, it just said thanks for entering, so I think it's normal.
November 7, 2011 at 12:27pm · Like

Javier E Saade done
November 7, 2011 at 12:11pm · Like

Richard W Hennings III Ah nevermind, this is a different contest haha, I was thinking of the 43 entry contest.
November 7, 2011 at 12:15pm · Like

Leyla Ari Is this the ballot for 2012 entry? When does it open?
November 7, 2011 at 11:49pm · Like

Kristel Sherwood Where can you enter for the regular 2012 Lottery?
November 7, 2011 at 12:30pm · Like · 1

Leyla Ari I wish I knew!
November 7, 2011 at 12:08pm · Like

Kimberly Boyko I think they open it up in a few weeks and then you will find out in May if you have a spot. Im FINALLY in for 2012!
November 7, 2011 at 12:11pm · Like

Heather Salovin registration is supposed to open at noon today. I haven't seen anything yet, just the contests for guaranteed entry
November 7, 2011 at 12:55pm · Like

Jessica Wucki McMullin Wish someone from afar could enter the contest!
November 7, 2011 at 1:00pm · Like

Harry Pujols Leave this thing open for more hours!
November 7, 2011 at 6:37pm · Like

Write a comment...

Keep it relevant

Sponsored Talbots® Official Site

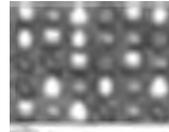
Talbots® Official Site

Sponsored See All

Hurry, Shop Talbots Online for the Latest Apparel, Shoes, Accessories & More Now!

TALBOTS

New Game on Facebook



Candy Crush Saga – The new Jewel Game! Click and Play now. Warning: Highly Addictive!

100,000 people played Candy Crush Saga.

ADHD Medication For Kids



Learn more about a once-daily treatment option for ADHD and talk to your child's doctor.

Weird Tip to Lose Weight



You can easily and quickly lose pounds of belly fat each week just by following this 1 tip

Try GoToMeeting Free



Collaboration fuels innovation. With GoToMeeting, you can work face to face in full HD.

Condo for sale, South End



Check out this 2-bed/2-bath pet-friendly condo for sale on Washington Street this Sunday!

Chat Join

Facebook © 2013

English (US) Privacy Terms Cookies More

(1) Marathon Monday Mania! Runners, if you are in ... - ING New York City Marathon

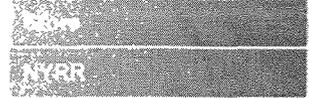
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_____	)	

**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 3**

# THE NEW YORK CITY MARATHON • NOVEMBER 3, 2013



## Getting In

- How to Run in 2013
- How to Qualify for 2014
- Non-Guaranteed Entry
- International Travel
- Partners
- Cancellation Policies
- FAQs

## Getting There

- Hotels/Travel

## Charities

- Champion's Circle
- Team for Kids
- Charity Partner Program
- Fundraise With Crowdrise

## Training

- Online Training
- Running Classes

## Volunteer

- Overview
- Opportunities
- Medical Volunteers
- Volunteer Leaders
- Volunteer Groups
- Directions
- Volunteers Rock!

## The Race

- Claim Your Digital Badge
- Baggage Options
- Expo
- Transportation to Start
- Pace Teams
- Start
- Course
- Finish/Post-Finish
- Past Results
- Marathon Stories
- Marathon Neighborhoods



## Race-week Schedule

Information is subject to change; additional events will be added as details are confirmed.

### Sunday, October 27

#### Poland Spring Marathon Kickoff (5 miles)

8:30 a.m., Central Park

Run part of the course within Central Park and cross the marathon finish line.

### Thursday, October 31

#### Marathon in a Motorcoach (see also Friday and Saturday, below)

9:00 a.m. and 12:00 noon, Jacob Javits Convention Center, Eleventh Avenue at 38th Street, Hall 3B

Tour the ING New York City Marathon in the comfort of a climate-controlled bus with professional, licensed tour guides, departing from the Jacob Javits Convention Center's lower level. Tickets must be purchased in advance.

**Race-Week Events**

**Race Week Schedule**

**Blue Line Lounge**

**Marathon Eve Dinner**

**Marathon in a Motorcoach**

**Opening Ceremony**

**ING New York City Marathon Health and Fitness Expo** (see also Friday and Saturday, below)

10:00 a.m.–8:00 p.m.

Jacob Javits Convention Center, Eleventh Avenue at 38th Street, Hall 3B

Number/B-Tag and shirt pickup, Marathon Store presented by ASICS, and more than 100 vendors and exhibitors

**About**

**Partners**

**Media Center**

**Friday, November 1**

**Marathon in a Motorcoach** (see also Thursday and Saturday)

9:00 a.m. and 12:00 noon, Jacob Javits Convention Center, Eleventh Avenue at 38th Street, Hall 3B

**Logistics**

**Fine Print**

**ING New York City Marathon Health and Fitness Expo**

10:00 a.m.–8:00 p.m., Jacob Javits Convention Center, Eleventh Avenue at 38th Street, Hall 3B

**Marathon Opening Ceremony Presented by United Airlines**

5:30–6:30 p.m., Central Park

Marathoners and guests from around the world will join together for a spectacular international celebration of the diversity of the ING New York City Marathon, “where the world comes to run.”

**Saturday, November 2**

**Marathon in a Motorcoach** (see also Thursday and Friday)

9:00 a.m. and 12:00 noon, Jacob Javits Convention Center, Eleventh Avenue at 38th Street, Hall 3B

**NYRR Dash to the Finish Line (5K)**

8:30 a.m., From the United Nations Building to Central Park

This 5K run is open to everyone and takes runners through the streets of Manhattan and across the marathon finish line—without running 26.2 miles!

**ING New York City Marathon Health and Fitness Expo**

9:00 a.m.–5:00 p.m., Jacob Javits Convention Center, Eleventh Avenue at 38th Street, Hall 3B

### **Marathon Eve Dinner**

4:00–8:00 p.m., Central Park at West 67th Street and Central Park West

Enjoy carb-centric NYC specialties, get into an “Empire State of Mind” with exciting entertainment provided by Clear Channel Media & Entertainment, and preview the world’s most famous finish line.

### **Sunday, November 3 (Race Day)**

*Daylight Savings Time ends at 2:00 a.m. on Sunday, November 3. Set your clocks back one hour before you go to bed on Saturday night.*

### **Official Starts (times TBD)**

### **Blue Line Lounge Presented by Tata Consultancy Services**

Central Park at West 67th Street

9:30 a.m.–1:30 p.m.

Join us at the Blue Line Lounge on Sunday, November 3, inside the Marathon Pavilion to watch and celebrate the 2013 ING New York City Marathon.

### **Reserved Grandstand Seating**

Central Park at West 67th Street

9:30 a.m.–4:00 p.m.

This outdoor seating is adjacent to the finish line and within easy viewing distance of the large-screen ABC7 race broadcast. We suggest that you arrive by 11:00 for best viewing.

### **A Night of Champions to Benefit NYRR Youth Programs**

Todd English Food Hall, The Plaza. 1 West 59th Street.

VIP reception | 6:00 p.m.–7:00 p.m.

Event | 7:00 p.m.–9:00 p.m.

On Marathon Night in New York City, celebrate as only this city can after the biggest borough-wide event of the year!

### **Monday, November 4**

### **Marathon Monday at the Marathon Pavilion**

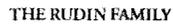
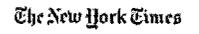
7:00 a.m.–2:00 p.m., Central Park at West 67th Street and Central Park West

Sales of limited-edition finisher gear, the *New York Times* ING New York City Marathon Results

Section\*, medal engravings, official souvenirs, and more

\*Due to publication deadlines, this section can only include those who have completed the race in under four hours and 30 minutes.

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Velocity, LLC	)	
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_____	)	

**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 4**

New! Graph Search is here

Search for your friends by name, or use simple phrases to find something specific.

Take a Tour

2013

Come back to Central Park on Marathon Monday and celebrate your accomplishment! Check out limited-edition finisher gear, have your medal engraved, pick up a copy of The New York Times with a special ING New York City Marathon section, and get expert tips from the HSS Recovery Station to help your body bounce back. Join the post-race fun from 7:00 a.m.-2:00 p.m. at the Marathon Pavilion (67th Street and Central Park West).

Like Comment Share

11

211 people like this.

Brian Foster Will the finisher gear be available at the expo, or only on Monday?
October 23, 2012 at 12:17pm via mobile Like

Amy Andersen Holt Does anyone know if the finisher gear is the same as what is shown on the website or if there is additional gear available for purchase?
October 23, 2012 at 12:17pm Like 1

Mark Ponsford Medal Engraving sounds awesome... whats the cost ?
October 23, 2012 at 12:18pm Like 2

Adam Barr The finisher gear website makes it sound like the finisher gear might sell out from online sales before Marathon Monday--is that likely to happen? I don't really want to jinx myself by buying finisher gear before I actually finish. Also, what is the wait like that day for medal engraving. Thanks!
October 23, 2012 at 12:20pm Like 6

Julian Haddad Can't wait to see my name at the new york times !!!
October 23, 2012 at 12:21pm Like 5

Tim Kowols The wait for medal engraving was pretty long last year and since we were only in NYC for so long, I opted for sight seeing. Best part of going back was that all those great marathon photo ops you can't do right after the race you can do. My favorite pictures were taking pictures with the Fred Lebow statue and finish line pictures with my fiancee and my parents who came to support me.
October 23, 2012 at 12:24pm Like 3

Natali Niente FYI for those who've never been, the lines are mile long
October 23, 2012 at 12:26pm via mobile Like 3

Amy Cavanaugh Balash Will finishers gear be available on Sunday?
October 23, 2012 at 12:27pm via mobile Like

Jessica McLalin Shehab Last year I arrived about 6:50am. The line was already 50-75 people deep, but didn't take too long. I think I had my medal engraved within 25-30 min? There was plenty of finisher gear available, however, it was going fast. If you see something you ... See More
October 23, 2012 at 12:31pm via mobile Like 1

Shawn Knoll When does sign up start for next years race? My wife and I want to try and run it in 2013. I just found out that you sign up and then you need to be picked, is that the way it is. We are from Chicago and ran the Marathon in 2010. (Here you just sign up and run). So we really want to go to NY and run thru your beautiful Burroughs
October 23, 2012 at 12:31pm via mobile Like

Brooke Farrington It is a long wait to have your medal engraved but it is a nice keepsake and memory. I really enjoy exchanging stories with everyone about their marathon experience. Once you are through the line and pay your fee (last 2 years was \$20 cash only) it only... See More
October 23, 2012 at 12:38pm via mobile Like 1

Jj Klein King Shawn, if memory serves me you couldn't sign up till Jan for next years race. It is a lottery unless you qualify with a fast time . U can see those times on www.ingnycmarathon.com under guidelines for guaranteed entry. Good luck

The ING New York City Marathon
ingnycmarathon.com
ING New York City Marathon (Company)

October 23, 2012 at 1:18pm via mobile Like



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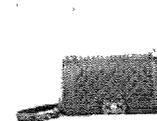
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Dr O reveals \$5 wrinkle secret for women that's making Botox doctors nervous

 **Eloi Arminjon** J'espère l'avoir !  
See Translation  
October 23, 2012 at 1:56pm via mobile · Like

 **Vincent O Leary** Queues are a mile long, so bring a picnic.  
October 23, 2012 at 2:19pm via mobile · Like · 1

 **Vin Patel** I didn't go last year and purchased my finisher stuff online in the UK, cost me a lot more in postage and taxes. Go there on Monday.  
October 23, 2012 at 2:27pm via mobile · Like

 **Julie Bolt** Is it the same stuff as on the NYRR website now? Because that stuff is really pretty ugly - I would like a Finisher shirt (other races include this but apparently not NYC) but wouldn't wait in line to buy what is shown on line.  
October 23, 2012 at 2:46pm via mobile · Like

 **Julie Bolt** Also you can pre- order on the website and they will deliver to your hotel race week.  
October 23, 2012 at 2:54pm via mobile · Like

 **Shawn Knoll** How does the lottery work?  
October 23, 2012 at 5:04pm via mobile · Like

 **Doug Michael** If you've chosen the no baggage option you get a long sleeve finishers t-shirt. Is this different to the ones on sale? It would be good to see what this looks like. I would hate to order something and find out it was the same.  
October 23, 2012 at 6:00pm · Like

 **Jose Colon** Julian, if I'm correct, you name only appears if you come 4:30 or below. Anything after time, it won't show up. They say 'cause they have to make it before deadline for stories to be in.  
October 23, 2012 at 6:22pm via mobile · Like

 **Kato Motohisa** 日本から参 の皆さん 完走Tシャツ、ホロシャツはここで販売しています。レース 日に 国 の方も多いでしょうがお時 あれば是非お伺いください。 のお になりますよ  
See Translation  
October 23, 2012 at 7:18pm · Like · 2

 **Paul Fitz** FYI last years Times only printed the names of everyone who finished under 5 hours from the first wave.  
October 23, 2012 at 11:45am via mobile · Like

 **Grethe S. Nordlie Hansen** I ordered finisher gear online (from Norway) last year and they shipped it to the hotel in NY - arrived the same day as I did (friday before the race, and the price is the same as on Marathon Monday :-)) no stress ☺ and I DID finish ☺  
October 24, 2012 at 2:43pm · Like · 2

 **Bob Hogue** Nobody cares about selfish, arrogant, asshole New Yorkers  
November 5, 2012 at 1:11pm · Like

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Boston Athletic Association,	)	
	)	
Opposer,	)	Opposition No.: 91202562
	)	Application No.: 85/224698
v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
	)	
Applicant.	)	
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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 5**

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## For New York Area Runners

Hey NYC RUNNERS,

You Guys Were Wonderful!

I spent the first half of yesterday in the grandstand near the finish and the latter part over at mile 23. In between, I walked through Central Park and afterward back to the west side. I might have had a bit too much of the kool-aid but I swear, New York City never looks any better than Marathon Sunday. What an amazing day!

Congratulations to all of you that ran yesterday and to all of you that helped out or cheered. It was great fun to be able to know so many people doing the marathon this year, especially my friends, but also the growing army of runners I've met through NYC RUNS. Wow.

For those of you that are thinking about running the marathon next year, today is your first chance to apply and if you really get a move on (you have until 3PM!), you have a chance to take part in Marathon Monday Mania, the very first drawing to get into the 2011 ING New York City Marathon! See below for details.

Also below - some of the best races remaining in November and one volunteer's thoughts on how to prepare for your next big race. I'll see you in a couple of days with pictures and recaps of the race. As Ashley (who done and dusted the race in 4 hours, 28 minutes and 36 seconds) would say...Rawk!

Gotta Run!  
Steve

[steve@nycruns.com](mailto:steve@nycruns.com)  
[NYCRUNS.COM](http://NYCRUNS.COM)

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### Quick Run Through

[Marathon Monday Mania](#)

[Please Prepare!](#)

[The Rest Of November](#)

Team In Training



13.1 Ft. Lauderdale

## Marathon Monday Mania

Be a part of Marathon Monday Mania! You could get into the ING New York City Marathon 2011 before anyone.

Follow the steps below to be entered into a special drawing:

1. Beginning Monday November 8 at 12:00 p.m., apply for the ING New York City Marathon before 3:00 p.m. EDT. You can apply from any computer or smartphone.

2. Complete the application and write down your entry number.
3. Complete one of the "[Scavenger](#)" items and take your picture while doing it (click on link to Scavenger items, bottom right).
4. Post the picture and entry number on the "[I'm In, We're In, Get In.](#)" [2011 Facebook page](#) by 3:00 p.m. EDT on Monday, November 8 to qualify for the special drawing.

Advertise!

For more information, check out <http://www.ingnycmarathon.org>

## Please Prepare For Race Day!

By IronPete

You've trained all year for your big race, you put in the necessary hours of hard work, and sacrificed a lot to get to race day ready to have the race of your life, and then...

...you arrive late for your big race.

That is exactly what I saw when volunteering for the NYC Marathon this morning. I was assigned with the Staten Island Athletic Club to run the starting corrals that organize runners according to their seeded times. Since the race was very large (45,000 runners estimated), we needed 3 waves to organize the runners into their respective groups. And there were exact times to open up the gates to allow the runners into the corrals and there were exact times to close the gates so that the wave can be led onto the starting line on the bridge.

Although I wasn't surprised at having our share of people who try to sneak or barge into our corral with the wrong bib numbers that I had to send away, I was really shocked at the number of people who come to the gates after they were supposed to be closed. The gates closed with the first wave at 8:55 AM. The runners are well aware through their instructions that this was the case. Yet the crush of runners trying to get through AFTER that time was amazing to behold. Of course, being human, I allowed many of them to get in, but c'mon...10 minutes after closing time you want to get in, while the wave was moving out? Sorry Charlie. Wait until the next wave.

This is really no way to start your race day.

[Read More](#)

**Every jogger can't dream of being an  
Olympic Champion, but he can dream  
of finishing a marathon.**

**- Fred Lebow**

Running one of these? Click on the entry and let us know you are coming! RSVP is in the right hand column of all calendar entries!

Veteran's Day 3M 11-11-10

Thursday! A fun three mile run in a beautiful park. Come on out and join in on this tribute to Veterans.

3rd Annual Veterans Day 5K Run/Walk 11-11-10

Thursday! The VA Connecticut Healthcare System presents their annual New Haven Veteran's Day race. Join in on the 5k run/walk fun and enjoy the post race refreshments and entertainment. There's no finer way to spend Veteran's Day than by honoring the brave men and women who have valiantly served this country and assuring that their health needs are met.

Rockville Centre 10K & 5K Runs 11-13-10

Join the Rockville Centre Parks And Recreations Department as they host the 33rd Annual Rockville Centre 10K race, and the popular 5K option, now in its 4th year. Join a great community for one of the area's oldest annual running events and have a blast.

The Hashathon 6 Mile Trail Race 11-14-10

On November 14th, 2010, alla da gouda boys and girls will gather in Cheesquake State Park for the 31st Annual Hashathon 6 Mile Trail Race. Anyone expecting a brie-zy time will be in for quite a shock as this course features a tough hilly course with footbridges, gullies, trails, fallen trees, woodland critters and maybe even a few muensters. Survivors, if there are any, get to enjoy a great post-race party.

Giralda Farms 10K And 5K 11-14-10

This will be the twenty-sixth anniversary of a classic race run in and around the beautiful Giralda Farms corporate park. Hosted by the Rose City Runners Club.

Beachfront Bushwhack 5 Mile 11-14-10

Another great race supported by Greenwich CT's premiere running shop, Threads and Treads. These guys support the local racing community all year round, come join them and have a great run.

Terry Ryan Memorial 10K/5K Run 11-14-10

The Terry Ryan Run is a 1 mile fun run and 5K/10K run held each year in memory of Terry Ryan, a local volunteer fireman. The run is held in scenic Hastings-on-Hudson, a short trip north of New York City by car (Saw Mill Parkway) or train (Hudson Line).

NYRR Knickerbocker 60K 11-20-10

If you really like Central Park, this is the race for you. 9 Loops!

NYRR Race To Deliver 11-21-10

This timely fundraiser for God's Love, We Deliver; a charity providing meals to sick people, comes a few days before Thanksgiving. An excellent race to volunteer at if you need that NYRR credit to run next year's Marathon.

Long Beach City Council Turkey Trot 10K 11-21-10

A 10K Turkey Trot in Long Beach, a place that is no more known for its turkeys than any other place hosting a turkey trot this holiday season.

Cosme's Turket Trot 11-21-10

Only jive turkeys would miss this 5K race in Brooklyn's crown attraction, Coney Island.

Prospect Park Track Club Turkey Trot 5M 11-25-10

A 5 mile turkey trot in Prospect Park, followed by a party.

Congratulations Marathoners! Marathon Monday Mania Kicks Off & Here's A Look At November!

This PPTC event is sure to be a blast.

Bill Markiewicz Alumni 3 Mile Cross Country Run 11-27-10

A brisk three mile run in beautiful Bear Mountain state Park. Many people refer to this park as one of the most beautiful in NY State, go see what all the fuss is about.

Navesink 15K And 5K Challenge 11-28-10

Another great race supported by Greenwich CT's premiere running shop, Threads and Treads. These guys support the local racing community all year round, come join them and have a great run.

The Space Coast Marathon & Half Marathon 11-28-10

In Florida for Thanksgiving? So, am I! I'm totally in to this! Running! Space Theme! Join Me!

None of these does it for you? Check the [calendar](#) for hundreds of races in the New York area and beyond!

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_____	)	
Boston Athletic Association,	)	
	)	
Opposer,	)	Opposition No.: 91202562
	)	Application No.: 85/224698
v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
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Applicant.	)	
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**TRIAL EXHIBIT 6**

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Life & Community

# The ING New York City Marathon: Race Week Events

1 day | October 31, 2012



TAGS new york city marathon, life & community



NEW YORK -- Get in on the race week fun.

**Remember that daylight savings time ends at 2:00 a.m. on Sunday, November 4. Don't forget set your clock back one hour before you go to bed on Saturday night, Sunday, October 28**

### Race Week Events

Sunday, October 28  
Poland Spring Marathon Kickoff (5M)  
8:30 a.m., Central Park  
Run part of the course within Central Park and cross the marathon finish line.

Thursday, November 1  
Marathon in a Motorcoach  
(also see Friday and Saturday, below)  
9:00 a.m. and 12:00 p.m.,  
Tour the ING New York City Marathon in the comfort of a climate-controlled bus with professional, licensed tour guides, departing from Jacob Javits Convention Center. Tickets must be purchased in advance.

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- Hundreds vaccinated after Hepatitis scare at Bronx
- Obama to lead mourning for Washington Navy Yard victims
- Tom Coughlin opens up about loss of his brother
- Long Island man charged with church burglary
- Gunmen Attack Kenya Mall

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**ING New York City Marathon Health and Fitness Expo**  
 (also see Friday and Saturday, below)  
 10:00 a.m.-8:00 p.m.,  
 Jacob Javits Convention Center, Hall 3B  
 11th Avenue at 38th Street  
 Number, D-tag, and shirt pickup; Marathon Store; souvenirs; product demos;  
 and more than 100 vendors and exhibitors.

**Friday, November 2**  
 Marathon in a Motorcoach  
 (also see Friday and Saturday, below)  
 9:00 a.m. and 12:00 p.m.,  
 Tour the ING New York City Marathon in the comfort of a climate-controlled  
 bus with professional, licensed tour guides, departing from Jacob Javits  
 Convention Center. Tickets must be purchased in advance.

**ING New York City Marathon Health and Fitness Expo**  
 10:00 a.m.-8:00 p.m.,  
 Jacob Javits Convention Center, Hall 3B  
 11th Avenue at 38th Street

**Marathon Lounge Presented by Tata Consultancy Services**  
 10:00 a.m.-9:00 p.m.,  
 Time Warner Center at Columbus Circle (2nd Floor)  
 Learn more about the ING New York City Marathon at this free event, open to  
 the public, including a variety of interactive activities, special programming, and  
 more.

**International Taste of Travel Presented by Wonderful Indonesia and the  
 Cayman Islands**  
 2:00 p.m.-5:00 p.m.  
 Marathon Pavilion near the Finish Line (Central Park)  
 Enjoy the unique foods, entertainment, and cultures of Wonderful Indonesia and  
 the Cayman Islands at a free reception. RSVP required more details and RSVP  
 link coming soon.

**Marathon Opening Ceremony Featuring the Parade of Nations**  
 5:30 - 6:30 p.m.  
 Central Park  
 Marathoners and guests from around the world will join together on Friday,  
 November 2, for a spectacular international celebration of the diversity of the  
 ING New York City Marathon, "where the world comes to run." Details coming  
 soon.

**Saturday, November 3**  
 Marathon in a Motorcoach  
 (also see Friday and Saturday, below)  
 9:00 a.m. and 12:00 p.m.,  
 Tour the ING New York City Marathon in the comfort of a climate-controlled  
 bus with professional, licensed tour guides, departing from Jacob Javits  
 Convention Center. Tickets must be purchased in advance.

**NYRR Dash to the Finish Line (5K)**  
 8:30 a.m.  
 Near United Nations to Central Park  
 This 5K run is open to everyone and takes runners through the streets of  
 Manhattan and across the marathon finish line without running 26.2 miles!

**ING New York City Marathon Health and Fitness Expo**

People's top 10 best dressed stars  
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9:00 a.m.-5:00 p.m.  
Jacob Javits Convention Center, Hall 3B  
11th Avenue at 38th Street

**Marathon Lounge Presented by Tata Consultancy Services**

10:00 a.m.-9:00 p.m.,

Time Warner Center at Columbus Circle

Learn more about the ING New York City Marathon at this free event, open to the public, including a variety of interactive activities, special programming, and more.

**Marathon Eve Dinner**

4:00-8:00p.m.

Central Park at West 67th Street and Central Park West

Enjoy carb-centric NYC specialties, get into an "Empire State of Mind" with exciting entertainment, and preview the world's most famous finish line.

**Sunday, November 4 (Race Day)**

Daylight savings time ends at 2:00 a.m. on Sunday, November 4. Set your clocks back one hour before you go to bed on Saturday night.

**Marathon Lounge Presented by Tata Consultancy Services**

9:00 a.m.-7:00 p.m.,

Time Warner Center at Columbus Circle

Watch the marathon broadcast and see the runners come up Central Park South to Columbus Circle at this free event, open to the public, including a variety of interactive activities.

**Blue Line Lounge Presented by Tata Consultancy Services**

Central Park at West 67th Street

9:30 a.m. - 1:30 p.m.

Join us at the Blue Line Lounge on Sunday November 4, inside the Marathon Pavilion to watch and celebrate the 2012 ING New York City Marathon.

**Reserved Grandstand Seating**

Central Park at West 67th Street

9:30 a.m. - 2:30 p.m.

This outdoor seating is adjacent to the finish line and in easy viewing distance of the large-screen ABC7 race broadcast. We suggest that you arrive by 11:00 for best viewing.

**Monday, November 5**

Marathon Monday at the Marathon Pavilion

7:00 a.m.-2:00 p.m., Central Park at West 67th Street and Central Park West

Sales of limited-edition finisher's shirts and caps, The New York Times Special ING New York City Marathon Results Section \*, medal engravings, and official souvenirs.

\*Due to production deadlines, the special marathon section can only include those who have completed the race in under 4.5 hours.

**Marathon Opening Ceremony**

**Featuring the Parade of Nations**

**Friday, November 2, Central Park**

This spectacular event kicks off Marathon Weekend on Friday night in Central Park! Marathoners and guests from around the world will join together on for a spectacular international celebration of the diversity of the ING New York City Marathon, "where the world comes to run."

Designed to celebrate and recognize our global running community, the evening will showcase our runners from around the world in a cultural parade across the marathon finish line. Following the parade will be our Poland Spring Presents the Marathon Fireworks and dance party.

**When:** Friday, November 2, 5:30-6:30 p.m.

"Doors" open at 4:30 p.m.; grandstand seating available on a first-come, first-served basis; overflow standing along the parade route

**Where:** Central Park, leading to the Marathon finish line; enter at Central Park West & 67th St.

**Who:** Country delegations from around the world, cheered by marathoners, friends, family, and fans of the ING New York City Marathon

The festivities are free and open to everyone. Note: There is no baggage check for this event.

**ING New York City Marathon Health and Fitness Expo**

**Jacob Javits Convention Center, Hall 3B**

**11th Avenue at 38th Street, Manhattan.**

The expo is open to the general public; admission is free. Bring friends and family to shop at the Marathon Store presented by ASICS and visit more than 100 vendors and exhibitors from around the world for souvenirs, product samples, race applications, health and medical advice, activities, and more.

Attendees may be asked to show photo I.D., and all bags and coats may be inspected. There is no baggage storage available.

Hours: 10:00 a.m.-8:00 p.m. on Thursday and Friday, November 1st and 2nd.  
9:00 a.m. -5:00 p.m. on Saturday, November 3rd.

**Marathon Eve Dinner**

**Saturday, November 3, 4:00-8:00 p.m.**

**The Marathon Pavilion**

**Central Park at West 67th Street and Central Park**

Running the ING New York City Marathon is hard work, and so is cheering! Before you begin your epic five-borough journey, fuel up for the big day at the Marathon Eve Dinner. Enjoy carb-centric NYC specialties, get into an "Empire State of Mind" with exciting entertainment, and preview the world's most famous finish line.

The Marathon Eve Dinner will set the stage for the biggest day in running!

Purchase your tickets for \$30 per person.

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	)	Application No.: 85/224698
v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
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Applicant.	)	
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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 7**



# Marathon Monday: Tours for Sore Legs

Like Tweet Share

Booking a tour is a great way to take advantage of your day off in the city while still taking it easy – find an option that suits your style

On Monday, November 5th, the day after the ING New York City Marathon, many of the race's 45,000-plus runners will likely awaken with aching legs and a day-after, aching void feeling to fill. If you're planning to take that Monday off work to rest your weary bones and figure out what to do with the rest of your life (now that you have knocked/run one item off your bucket list), you've got four good options here in the city – ranging from low-key pastoral tours to ever-so-slightly decadent ones – that may help the healing begin for your sore legs and psyche. You'll be able to relax and the entourage you've traveled with will be all too happy to stay on equal footing for this adventure.

## The Gray Line New York Uptown Bus Loop

If you're a marathoner and all you recall from miles 17 to 23 is a blur of people, places and things, then your memory serves you well, as this is the part of the course that passes through a wide diversity of neighborhoods, from the Upper West to the Upper East Side, the South Bronx to Harlem. Coincidentally, Gray Line's double-decker Uptown Loop bus covers much of the same ground, heading up the West Side into Harlem, motoring down the East Side and doubling back.

The two-to-three hour tour is decidedly low-key yet just high-brow enough. You'll hear cultural tidbits about the neighborhood museums and mansions as well as fun trivia about the area landmarks. Did you know the Statue of Liberty would fit upright in the nave of the Cathedral Church of St. John the Divine? Too tired to focus on such details? Even if the tour guide's patter begins to sound like a lullaby, passing under gnarly tree bows on a crisp fall day is a fine "wow," in and of itself. If you have the energy, consider hopping off the bus on the Upper East Side for a rejuvenating (downhill) walk around the spirals of the Guggenheim. From there you can call it a day, or hop back on a passing Gray Line bus to return to its pick-up point in midtown.



## BOOK IT



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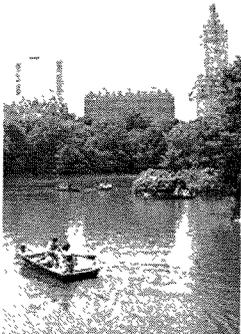


Plan your Gray Line Uptown Loop tour



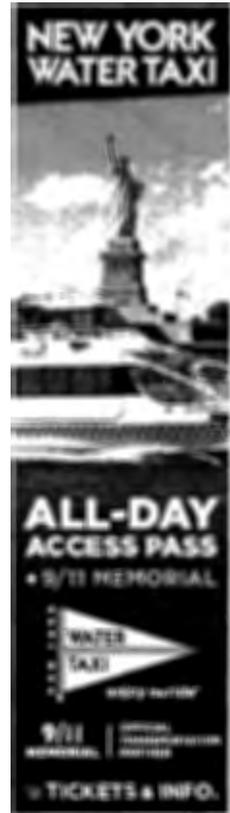
## Central Park TV & Movie Sites Tour

The final four miles of the marathon belong to Central Park, and it's possible that by the time the race is over you will have had your fill of the park. But it's not likely. This is inarguably one of the best parks in the world, and if you are giving yourself the day off, the Central Park TV & Movie Sites tour is a worthy way to spend a couple of hours. As your guide fills your head with interesting park factoids, you'll no doubt begin reliving movie moments you hadn't thought of in years, such as when you spy the Promenade, featured in *Kramer vs. Kramer's* iconic bike-riding scene. Also likely to evoke memories is Bethesda Fountain, which has shown up in such movies as *The Avengers*, *Angels in America*, and of course *Mr. Deeds*. Just don't make the mistake of thinking that the fountain was the one you saw in the intro to *Friends* (that fountain was a movie set). While this tour does involve stop-and-go walking, it is gentle on sore legs, permitting a leisurely pace as well as pit stops at park benches, food carts and rest rooms along the way.



## Lower East Side: City Food Tours Artisan Sampler

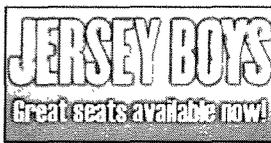
Post-marathon, it'll likely take you a while to restore your normal balance of carbs and proteins and whatever else you put into your body when you're not training. But until then, try the little-bit-of-everything approach practiced on the Lower East Side Artisan Food Tour, where foods to graze might include pizza and egg creams, or ice cream and cookies, or – if you're lucky, pierogies and pickles. The tour may stop at Economy Candy along the way, too, but if it doesn't, you'd do well to go there on your own to bag up old-timey candies as well as some fond memories of when you first ate them. Being as the Lower East Side doesn't correspond to the rest of Manhattan's easy-to-follow street grid system, be glad you're in the care of a good tour guide and bring a good map for when you explore on your own.



### Uncle Sam's Chelsea Nightclub Tour

One of the cautions from the New York City Marathon's medical director is that "if you aren't thirsty, don't feel compelled to drink." Well, if you've had quite enough of that kind of advice, the three-to-five hour Chelsea Nightclub Tour is the antithesis of only drinking for thirst. Drinks will be included in the cost of the tour unless otherwise specified, so your first-round libation at Artichoke Basille's Pizza will be free, followed in due course by discounted drinks at Ventanas Tapas Bar and Restaurant, and eventually more free drinking at nightclub Avenue. Along the way, guides will help you jump the lines (again, good for weary legs) and will even facilitate the mingling process once inside the clubs in case you're one of those introverted marathoner types.

Once you reach Avenue, the promise of nonstop dancing awaits, but if your legs are truly sore, you might want to stick to drinking. Just bear in mind that if Tuesday marks your return to business – be it heading into the office or training for your next race – be sure to celebrate in moderation and make plans for a safe ride home.



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	)	Application No.: 85/224698
v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
	)	
Applicant.	)	
_____	)	

**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 8**



**Public Citizen's  
Commercial Alert**  
Protecting communities from commercialism



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October 21st, 2008

## ING NYC Marathon Sponsor Field Grows, Adds Contests

By Richard Tedesco  
PROMO Magazine

The field of sponsors for the New York City Marathon is growing this year with two brand contests in place for the run-up to the annual endurance race on Nov. 2.

A total of 31 sponsors will fill various product categories, with Widex, Timex, Emerald Nuts and Food Emporium new additions to the field. Widex is the official hearing aid sponsor; Timex is official timer; Emerald Nuts is official snackfood, and Food Emporium is official gourmet food chain sponsor, which carries several of the race's food and beverage brands. Its stores will also display the "What Does It Take?" posters that convey this year's race theme.

"It's important to us to increase the awareness and the relevancy to a broader base of people," said Ann Crandall, senior vice president of business development for the New York City Road Runners Club, which organizes the marathon.

Other sponsors are planning lots of promotions.

Asics is running a "Tell Your Heart Story" campaign, encouraging runners of all stripes to record and upload stories about what it takes to run a race on the Asics Web site. The best stories will be edited into a TV spot that will run during live coverage of the NYC marathon on WNBC-TV.

Toyota has a "Pick and Drive" sweepstakes, offering contestants a chance to win a Toyota Prius if they can correctly pick the top three finishers among the men and women runners in this year's race. Now through Nov. 1, people can register their choices online, where they can also see background information about the top-rated runners on trading card-styled bios.

A host of other activations will be taking place on race day and during the run-up to the race. Title sponsor ING will give out orange pom-poms for cheering on the runners and other branded giveaways to spectators at two cheering sections it sets up in Brooklyn and Queens Counties along the race route.

Soccer athlete Brandi Chastain and gymnast Kerri Strug are running the race for ING to draw contributions to the New York Road Runners Foundation in support of school running programs. Each person who donates at least \$10 to the cause will receive a pair of orange running shoe laces like the ones those athletes will be sporting.

Pasta maker Barilla will sponsor the traditional Marathon Eve pasta feast at Tavern on the Green. It is also sponsoring the Barilla Dining Tour, with marathon dinner specials promoted at 15 New York City restaurants. One dollar from each meal purchased will go to support New York City food banks.

Coors Light, the official beer sponsor, will hold Marathon parties at 95 locations around the city throughout race week, giving away branded Marathon T-shirts and

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November

December

2007

2006

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posters.

Continental Airlines will be giving out 18,000 race cards to engage spectators with information about the race and the high profile participants. The cards will carry scratch-off sections that give prizes for products of several of the other race sponsors.

Dunkin' Donuts will provide free coffee for the runners, as it has for the past two years. At 10 Dunkin' Donuts along the race route, fans will be able to pick up free cheer sticks and rally pom-poms.

A free three-day health and fitness expo precedes race day at the Javits Convention Center. A Marathon Monday event in Central Park will sell marathon memorabilia, including official race pins.

### Comments

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# IN MID STRIDE

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02.04.13

by  
sarahjeaneolson

## MARATHON MONDAY – TRAINING IN SESSION

I am joining with my cyber-pal, Jen aka [The Running Mom](#) on her latest venture – sharing training plans each Monday. Whether you are training for a marathon, and ultra or your first 5k, check out her blog and link up your stats!

I am not an experienced marathoner; in fact, I only started running late last year. But with some prodding from my mentor at [Autism Speaks](#), I am committed to running 3 races for the Chicago team this year – including the Chicago Marathon in October. This will be my first marathon ever!!

For my training, I am using [Hal Higdon's Novice 13.1 Marathon](#). I completed Hal's novice 2 training for a half marathon on Friday when I ran the Tackle the Miles virtual hosted in part by Marathon Mom, so I decided to jump on into marathon training. I am currently at week 9 of this plan. My goal for my marathon in October is to finish under 4 1/2 hours. So my week last week looked like this: Sunday: 8.5 miles Monday: rest Tuesday: 7 miles Wednesday: rest Thursday: rest Friday: 13.1 miles (2:03:23 PR) Saturday 3.15 miles cross training elliptical

This week should look something like this: Sunday: Superbowl Shuffler 5k (28:43 PR) Monday: 3 miles Tuesday: 7 miles Wednesday: 4 miles Thursday: rest Friday: cross training Saturday: 4 mile trail run (my first ever!) \* additionally I am doing [Lap with a Dog](#) & [February Challenge](#)

I am open to suggestions if you have any for me!



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July 2012

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2



Marathon Monday At The Marathon Pavilion

# Marathon Monday at the Marathon Pavilion



**DATE**  
Start Monday, November 4, 2013 @ 7 00 AM (EST)

**ADDRESS**  
Central Park  
West 67th Street  
New York NY 10023

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## ABOUT THIS ACTIVITY

All participants are invited to enjoy this running event

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v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
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**TRIAL EXHIBIT 10**



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## Marathon Monday: Ryan Langson



There are just three weeks left until the Las Vegas Marathon and for one local participant, the big day couldn't come soon enough.

You could say that Las Vegas resident Ryan Langson has high aspirations. As a real estate developer in a family-run business, he's helping create Las Vegas central -- a high-rise condominium/retail project, near the convention center.

But the 33-year-old father of three felt the need for a more active lifestyle.

"After hearing about the Las Vegas Marathon last year, and I felt my weekends were staying a little too long on the couch, and also hitting an age where I'm starting to feel a little slower, I thought that taking on a challenge like this and making it through it, was just something that I needed," said Ryan Langson, marathon runner.

Ryan says there's no doubt about it -- training for a marathon is hard work. He finds similarities between his pursuit of finishing the marathon and his commitment to Las Vegas Central.

"You want a building or you want to finish a marathon. They both take a lot of training, time, massive amounts of effort that you can't necessarily account for at the beginning," said Langson.

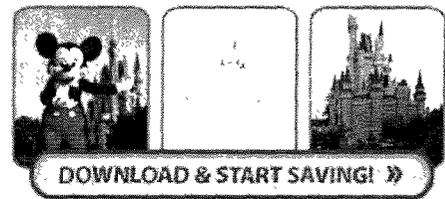
As with other runners we've talked with, Ryan has been training for many months and at this point, he longs for the big day to get here.

He has been renting running movies and reading stories in running magazines to get into the spirit of the race.

"The training has been so long now that you just kinda wish it was here. And wish the challenge was here. But we're so close. I'm not going to give up at this point."

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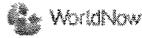
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v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
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Applicant.	)	
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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 11**



Disney Parks

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Quick Updates: PHOTOS: Check out these #NotSoScary Halloween gifts & trick-or-treat trail maps for

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Marathon Monday: Newest Twist for Disney Marathon

posted on June 1st, 2010 by Darrell Fry, Sports Media Director, Walt Disney World

Anyone who runs 26.2 miles deserves something in return, right? I mean, besides a lot of aching muscles. Well, we think we've come up with the perfect reward for marathon runners.

If you run the Walt Disney World Marathon next year, you'll get a day at Walt Disney World on the house. Yep, runners who collect their finisher medals from the marathon on Sunday, Jan. 9, 2011, can bring them back to Disney the next day and gain entrance at no charge into a Walt Disney World theme park on "Marathon Monday."

Marathon runners and fans can also have a say in what that Disney Marathon finisher medal looks like. Just go to [www.disneyworldmarathon.com](http://www.disneyworldmarathon.com) and vote for the medal you think Disney should award runners at next year's Disney Marathon. Voting runs now through July 28 with the winning medal announced in early August.

Hey, if you sign up and vote now, you'll still have plenty of time to train for the race. On your marks... get set... go!



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Thomas Smith, Social Media Director, Disney Parks  
Disney Parks Blog Weekly Recap

Jennifer Fickley Baker, Social Media Manager  
This Week in Disney Parks Photos: Fall Fun, Meet-Ups, Princess Fairytale Hall & More

Jennifer Fickley-Baker, Social Media Manager  
Boo To You! The Headless Horseman Rides Through Mickey's Not-So-Scary Halloween Party at Magic Kingdom Park



Jean Volante, Manager of Dream Making, Disney Floral & Gifts/DEG  
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A Look Back at Celebrated Disneyland Resort Guests: Sophia Loren - 1963

Erin Glover, Manager, Social Media and Print, Disneyland Resort  
'Limited Time Magic': Take Home an 'Iron Man 3' and 'Agents of S.H.I.E.L.D.' Poster from Disneyland Park

Thomas Smith, Social Media Director, Disney Parks  
Pirates Coming to Disney Parks for

Tagged: Video, Walt Disney World Marathon Weekend, WDW, Wide World of Sports Complex  
Filed: Special Events, Walt Disney World Resort

## 19 Comments

**Stephanie on June 1st, 2010 at 12:39 pm**

All that hype and this is it? What about those of us that have APs already? No added benefit there

**Joey on June 1st, 2010 at 12:46 pm**

Neat idea on voting for a medal. I am unable to find where we vote on the referenced website, though. Can you point me in the right direction?

Also, are there any plans to do anything in lieu of the free entry for finishers who are passholders or those that have already purchased park tickets for their vacations?

Thanks!

**Terikay on June 1st, 2010 at 12:54 pm**

Ditto Joey. I am unable to locate where we are able to vote for the medal.

Any chance Goofy completers will be able to wear the Goofy medal in lieu of Mickey? I love wearing my Goofy medal around the parks.

**Stephanie on June 1st, 2010 at 1:01 pm**

I'd be interested in all those answers as well

- 1) Where do we vote?
- 2) What about passholders?
- 3) Can we wear Goofy instead?

**Christopher from OH on June 1st, 2010 at 1:11 pm**

I'm curious how this impacts the Goofy and Donald Medal. Will Donald be the same as in 2010 and Goofy in 2009?

**Jenn from IL on June 1st, 2010 at 1:53 pm**

You're able to vote on the main page. Just follow the link above.

**Sandy from NJ on June 1st, 2010 at 2:34 pm**

Great offer, though disappointing to learn when I called you will not offer any substitution (ie free FastPass) for Annual Pass holders or those visiting on packages.

**Debra from PA on June 1st, 2010 at 3:00 pm**

@Sandy, thanks for answering one of the questions I had. That's too bad about no substitution, although I suspected as much.

I'd also like to know about wearing the Goofy

**CINDY on June 1st, 2010 at 4:07 pm**

what about those of us did the half marathon? Can we get a Monday pass into a park. That would be great

## Week of 'Limited Time Magic'

Darcy Clark, Marketing Manager, Downtown Disney at Walt Disney World Resort

### Top Tips to Make the Most of your Downtown Disney Visit at Walt Disney World Resort

Select a Category

Select a Month



A collection of Disney news and links from around the web. Note: All links are to external sites and open in a new window.

Go Wild at Disney's Animal Kingdom – Let's Roam Walt Disney World | Travelocity

Disneyland's Cast Canoe Races Celebrate 50 Years | ABC News

Disney Unveils Avengers Academy, Adds Captain America To Its Costumed Character Ranks | MTV

D23: Imagineer Tony Baxter on his decades shaping Disneyland design | LA Times

'World of Color – Winter Dreams,' Disneyland's New Holiday Spectacular | Babble

An Imagineer-Guided Sneak Peek of

 Nancy on June 1st, 2010 at 5:18 pm

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This is a nice gesture to the marathoners – something they should have done long ago. Nice to see that Parks management and Race management are working together for 2011!

It would be nice if they would offer the annual passholders who complete the marathon a very sizeable dining discount for the weekend, since you've got many loyal passholders and DVC members among the marathoners who won't benefit from this free day (unless it's transferable??)

 eric on June 1st, 2010 at 5:31 pm

What about the DL half this year! 😊

 Paul from NY on June 1st, 2010 at 7:26 pm

Darrel will there be a similar vote for the Donald and Goofy medals?

And will half-marathon finishers also get a free day in the park?

 Meghan on June 1st, 2010 at 7:33 pm

Love this idea but tickets for the half marathoners would be great too!

 matt from MO on June 2nd, 2010 at 10:11 am

I hope that you reconsider not doing anything special for AP or multi-day ticket holders. The free ticket is not a benefit for a very large portion of the runners. At minimum make the ticket be available to be used for a later date if you pick it up on monday. That way the runner doesn't feel cheated and the park still gets the visitor on the monday.

 Anonymous on June 3rd, 2010 at 9:09 am

I'm preparing now and hoping to finish the Half either in January or February (for the princess) do you get a medal for finishing the Half or the 5K?

 Christopher from OH on June 3rd, 2010 at 1:14 pm

Anonymous – Since they don't appear to be answering questions yes you get a Medal for Finishing the Half in Jan (Donald) or Feb (Princess Crown the past two years ) The 5k is a Rubber finishers medal based on whatever theme they have

 Nancy on June 4th, 2010 at 12:28 pm

I'm betting the 5k will have a Tangled/Rapunzel theme this year since it should be in the theaters at that time (releasing in November 2010) But that's just idle speculation

I'd think they would want to offer the half marathoners the same free ticket, since it costs the same (\$135) as the marathon, plus they would get more lodging-days by getting more half marathoners to stay until Monday

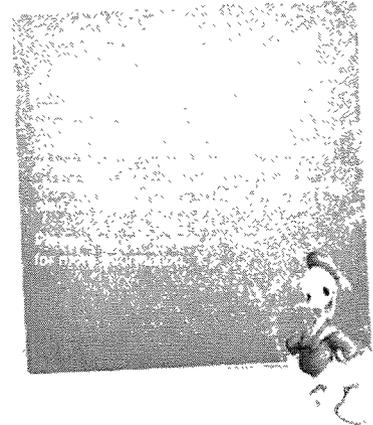
I also wonder what they're planning to do to prevent transfers, since it says the entry offer is not transferable? Also wondering if they're going to handle the sag wagon/pacing requirements any different or do something to eliminate course-cutters by the next morning

Very interesting to follow this development!

 Heather from PA on June 5th, 2010 at 8:33 am

I agree with the majority here... Although great for people who don't buy annual passes or pay for multiple days tickets, what about the rest of us? We are coming in from PA and booking a vacation package so this is of no added benefit to me!!!!

 Monica on June 5th, 2010 at 7:16 pm



I understand wanting to wear your Goofy medal to the park but why wouldn't you wear them all I ran the Goofy in 2009 and wore all three medals the next day to the Magic Kingdom with my family I'm proud of all the medals Also once you get in the park there not checking your medals if you want to take the Mickey off and just leave the Goofy

## 19 Comments

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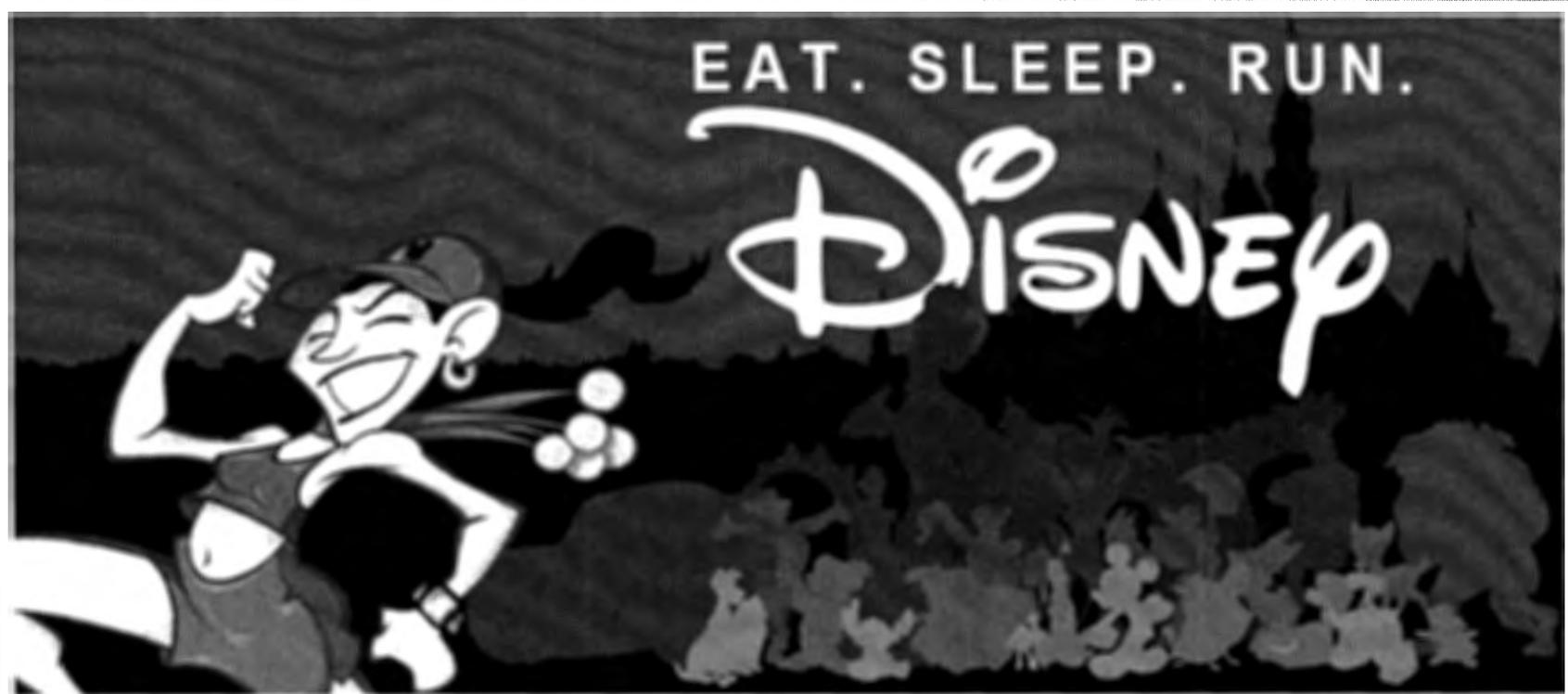
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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Boston Athletic Association,	)	
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Opposer,	)	Opposition No.: 91202562
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	)	Class: 25
Velocity, LLC	)	
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Applicant.	)	
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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 12**

"rel='stylesheet' type='text/css'>



Random Ramblings from a Disney Runner, CrossFitter, and Paleo-ish Foodie

11 APRIL, 2012



runDisney Announces Extras for Marathon Weekend

SEARCH THIS BLOG

Last Run

**3.2 mi**



Who jumped on the bandwagon and registered immediately for marathon weekend?

It's looks like it's turning out to be another fun filled weekend already! I received a press release about the activities and, while there isn't a whole lot of detail announced yet, we did get a small sneak peak of what to expect.

Since 2013 is the 20th anniversary of the marathon, runDisney is adding a few unique events and extras along the way. We have already heard about the special 20th anniversary medal, which has everyone excited. runDisney is known for their fabulous medals and their anniversary ones are usually even better. Also, Donald and Goofy runners MIGHT also have a new medal for the half to look forward to. After an anniversary year (2012 was the 15th anniversary) a new medal is usually released.

There has also been talk that there will be a special surprise at Mile 20 of the marathon (get it? 20th anniversary, surprise at Mile 20...yea yea yea lol). All news has been fuzzy as to what exactly the surprise will be but we were told we'll have "enhanced entertainment." And for anyone else that has ran the full, that little stretch around Mile 20 (the out and back before Hollywood Studios) could use a little more pep!

Also new for this race weekend is a post race party! Again, not much info has surfaced yet about the party but it will be the Sunday of the marathon from 4pm - 8pm at Downtown Disney. There has never been a party at DtD before, from what I remember, but correct me if I'm wrong please! Usually it's at a theme park after hours. There is no information about whether it will be free with race registration, or only open to marathon runners (like Marathon Monday was a few years back), etc, etc. I'll be sure to keep you guys updated if I hear anything new!

I have a feeling the marathon is going to sell out fairly quickly. With an expected cap of more than 20,000...that's a lot of runners! If I remember correctly, the half marathon usually has a cap of around 25k or 27k and the full was usually slightly under 20k. Again though, I could be wrong.

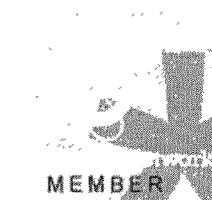
Here's an easy breakdown of the weekend's events:

EVENT	DAY	TIME
Disney's Health and Fitness Expo	Thursday	9:00 AM - 7:00 PM
	Friday	9:00 AM - 7:00 PM
	Saturday	10:00 AM -5:00 PM
runDisney Kids' Races	Thursday	3:00 PM
	Friday	11:00 AM
	Saturday	11:00 AM

Send Jennifer motivation  
We're coming!

Week Miles 0 mi  
2013 Miles 97 mi  
Total Miles 841 mi

**CHECK OUT THE DISNEY FOOD BLOG'S E-GUIDES!**



Mickey Mile	Thursday	4:30 PM
	Friday	12:30 PM
	Saturday	12:30 PM
Disney Family Fun Run 5K	Friday	6:30 AM
Walt Disney World Half Marathon	Saturday	5:30 AM
Walt Disney World Marathon	Sunday	5:30 AM
Downtown Disney After Party	Sunday	4:00 PM - 8:00 PM

As well as an easier breakdown of the race prices and price increases:

EVENT	April 10 – June 19	June 20 – Sept. 25	Sept 26 – Jan. 13
Full Marathon	\$150	\$170	\$190
Half Marathon	\$150	\$170	\$190
Goofy Challenge	\$320	\$350	\$380
Family Fun 5K	\$55	\$55	\$55

\*\* All information provided by runDisney PR.

Like  Tweet 3  Pin It  -1  2

Posted by Jenn at 11:26 AM

Labels: Marathon Weekend, runDisney News

## 10 comments:



Hedy @WDW Not Just for Kids April 11, 2012 at 11:41 AM

Thanks for the info! My brother is doing the 1/3 & my DSIL the 5K, so I am planning on going down to see them.

Reply

quirksandsmirks April 11, 2012 at 12:30 PM

Twist my arm, why don't you? :) I ran the half this year (my first!) and plan on going down (in flames) for the 2013 Goofy. May Mickey have mercy on my soul.



TRY OUT KOGE VITAMINS!



**KOGE**

Reply



**Anonymous** April 12, 2012 at 11:52 AM

I read somewhere the after party is free and open to runners, spectators, and the public. It was on the runDisney site. just cant pinpoint it at the moment!  
Jenn Lawrence

Reply



**Karen** April 12, 2012 at 10:05 PM

Sad times...no more Marathon Monday? That was fun!!! Oh well!  
Goofy, here I come!!

Reply



**Amanda** April 12, 2012 at 11:45 PM

The after party at Downtown Disney is new as far as I know...previous parties were done at theme parks...but this party is free to everyone, from the runDisney website:

Downtown Disney® After Party  
Downtown Disney Westside  
4:00 p.m. – 8:00 p.m. on Sunday, January 13, 2013

After all that training and mileage, it's time to indulge and unwind! Runners, join us at Downtown Disney Westside to celebrate your finish with friends and family. Enjoy food, music and last minute commemorative merchandise shopping. Admission to the Downtown Disney® After Party is open to race participants, their guests and the public.

And I totally agree that something special at mile 20 will be much appreciated :)

Reply



**TWINS RUN in our family** April 13, 2012 at 9:29 AM

Can't wait for Goofy 2013!  
Love the new look of your blog, too!  
-)

Reply



**AshleyRene** April 21, 2012 at 12:41 PM

This will be my first Marathon - totally a new runner and figured a magical run would be a great way to break me in! I will be bringing my family to cheer me on and plan on visiting all of the theme parks. Do you recommend seeing the sights before or after the run?

Your blog is awesome by the way.

Reply

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**ARCHIVES**

2013 (83)

2012 (78)

December (8)

November (4)

October (5)

September (4)

August (19)

July (15)

June (8)

May (3)

April (7)

2012 Marathon Weekend runDisney Meetup and Run

Anyone out there CrossFit?

Tower of Terror 10-Miler Medal Revealed!

runDisney Announces Extras for Marathon Weekend

Registration Opens Today for Marathon Weekend!

Check Out the Disney World Running Trail Maps!

The Dopey/Goofy Recap - The Full Marathon

March (4)

January (1)

2011 (95)



Jenn June 4 2012 at 6 22 PM

@Hedy... Spectators sometimes have an even better time than the runners! Enjoy! :)

@quirks... awesome! You're seriously going to love it!

@anonymous (jenn)...thank you! I hunted down the info after your comment and you're right, thanks for clearing it up!

@Karen...I'll be right there Goofy with ya :)

@Amanda... Definitely can't wait to see what's at 20. Do you think you'll head to DtD for the party?

@Twins...Thank you!! :) Can't wait to see you down there!

@Ashley... Disney was my first marathon and it was definitely amazing and wouldn't have asked for a better course. I, personally, like doing the majority of the theme park adventures after the race. Before the race you'll be too worried about staying off your feet, eating correctly, and resting. After the race you can run (or hobble) around the parks as much as you want and show off your bling! (Definitely wear your medal around the parks!)

Reply



annabel flunker September 15 2012 at 7.18 PM

I see that the post race party is free....but what does that mean as far as food???? I highly doubt it would be free food...!! any details on what will happen other than people getting together and chatting...spending money, etc.

Reply

Replies



Jenn October 29 2012 at 11 21 AM

Hi Annabel, I'm honestly not sure what the party entails yet. They haven't really released much info about it yet!

Reply

Comment as:

Select profile..

Publish

Preview

> 2010 (67)

> 2009 (15)

#### A FEW OF MY FAVES

- Beers and Ears
- Beyond Destination 26 2
- Cheetahs in Training
- Discover Epcot
- Disney Biz
- Disney Food Blog
- G(r)EEK Mele
- Healthy Disney
- Just Me and My Running Shoes
- Little Fruit Fly in Rainbow Colored Socks
- Run, Courtney, Run
- Run, Eat, Date, Sleep
- Run, Karla, Run!
- runDisney (Official Site)
- Running At Disney
- Running Through the Castle
- Running With Insanity
- Running With Sass
- The Disney Project
- The Hungry Runner Girl
- The Singing Runner

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- 10 Miler (1)
- 10k (2)
- 5k (11)
- Animal Kingdom (3)
- Blog News (4)
- Boston Marathon (1)
- California Adventure (4)
- Coast to Coast Challenge (5)
- CrossFit (22)
- CrossFit Games (6)
- d23 (5)
- Discover Epcot (1)
- Disney Food Blog (1)
- Disney Hotels (16)
- Disney Running 101 (10)
- Disney Running Trails (12)
- Disneyland (22)
- Disneyland 10k (3)
- Disneyland Half (15)
- Disneyland Hotels (2)
- Dopey Challenge (6)
- Downtown Disney (2)
- Drinking Around the World (1)
- Dumbo Double Dare (2)
- Epcot (19)
- Expedition Everest Challenge (2)
- FitFluential (2)
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- Food Wine Festival (7)
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- Running With the Mouse (2)
- Spartan Race (1)
- The Disney Project (1)
- Tinker Bell 10k (2)
- Tinker Bell Half (9)
- Tower of Terror 10 Miler (4)
- Training (80)
- Traveling the World (8)
- Trip Report (36)
- Under Armour (1)
- Walt Disney World (50)
- Warrior Dash (2)
- Washington DC (2)
- WDW Radio Running Team (1)
- Wine Dine Half (17)



A great site for Disney Runners to gather and have fun

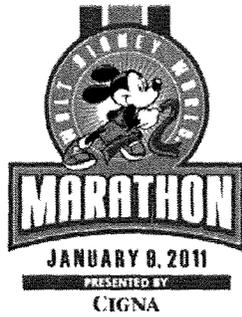
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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 13**



#### Marathon Monday Celebration Terms & Conditions

- Receive complimentary admission to any one of the four *Walt Disney World*® Resort theme parks (“**Theme Parks**”) - *Disney’s Animal Kingdom*® Theme Park, *Magic Kingdom*® Park, *Epcot*®, or *Disney’s Hollywood Studios*™ - on Monday, January 10, 2011, when you successfully complete the 26.2-mile “marathon” component (the “**Marathon**”) of the WALT DISNEY WORLD Marathon Weekend (the “**Weekend**”). Upon successful completion of the Marathon on Sunday, January 9, 2011, you will receive a 2011 Marathon Mickey Medal (the “**Marathon Medal**”). By presenting your Marathon Medal, together with a valid government-issued form of photo identification (e.g., driver’s license, passport, etc.), at any designated Theme Park will call ticket window during appropriate Theme Park operating hours on Monday, January 10, 2011, you will receive one (1) complimentary 1-Day *Magic Your Way* Ticket (the “**Ticket**”), which will entitle you to admission to any of one of the Theme Parks. Also included with the Ticket will be complimentary use of the WALT DISNEY WORLD® transportation system (includes monorails, ferry boats and motorcoaches). The Ticket will only be valid for use on Monday, January 10, 2011. Some activities/events may be separately priced. Entry into any of the Theme Parks is subject to availability and operating capacities.
- The name appearing on the government-issued photo identification will be verified against the Official Race Results.
- Registration and/or participation in the Marathon without successful completion and full payment will not qualify you for a complimentary Ticket as part of the Marathon Monday Celebration, nor will registration and/or participation in any other the component portions of the Weekend (e.g., 5K race, Half Marathon race, etc.).
- Registrations for the Marathon are limited and subject to availability.
- No cash refunds, credits, or other consideration will be provided in lieu of a Ticket.
- By participating in the Marathon Monday Celebration, you agree that Disney shall not be liable for any damages, injuries, losses, claims or expenses of any kind resulting from the Marathon, your admission or any activities related thereto. Any violation of any Disney theme park rule or policy, Marathon rules or policies, or these terms and conditions, shall result in revocation of your admission without any refund of any kind. You grant irrevocable permission to Disney, its affiliates and assignees, to utilize your voice, image and likeness in all media, whether now known or hereafter devised, throughout the universe in perpetuity, in all forms, whether for advertising, publicity or promotional purposes, without compensation, reservation or limitation. It is agreed between Disney and you that all injury, loss or damages incurred by you arising incident to your presence at one of the Theme Parks shall be litigated in the state and county where the incident occurred.
- These Terms and Conditions are subject to change without notice.

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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 14**



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## Media Archive

### Christie Clinic Run for Life Video Series

#### 2012

- [The Benefits of Running](#)
- [Diet for Champions](#)
- [How to Avoid Injury and Pain](#)
- [Heart Disease and Running](#)
- [Barefoot Running](#)
- [Running Outside vs. Treadmill](#)
- [Keep Your Bones Running Strong](#)
- [Running Warm-Up and Cool-Down](#)
- [Heel Pain](#)
- [Post-Race Pain](#)

### Television

Television station WCIA and its sister station WCIX in Champaign air segments leading up to race weekend.

#### 2012

- [Running Doesn't Have to be a Pain](#)
- [Running to Help Others](#)
- [Safe Running](#)
- [Champaign CEO Has Another Side](#)
- [A Race About Losing](#)
- [Mom Runs to Teach Family a Lesson](#)
- [Make the Day a Party](#)
- [Racing to the Top](#)
- [The Race Needs Your Help](#)
- [Nordic Walkers](#)
- [Volunteers](#)
- [Meet Mike Stemle](#)
- [Keeping Runners Safe](#)
- [Family Event](#)
- [Green Race](#)
- [Pasta Feed](#)
- [Kidney Mobile](#)
- [Community Involvement](#)
- [Joe Bannon](#)
- [The Final Countdown](#)
- [Woman to Meet Motivators for the First Time](#)
- [Staying Fit Means More Money for You](#)

### Marathon Monday Podcasts

Radio stations WIXY 100.3, WIXY Classic 99.1, Mix 94.5, and The Chief 92.5 of the Illini Radio Group broadcast segments on the race on Mondays leading up to race day.

#### 2012

- [What's New for 2012](#)
- [Timing the Races](#)

- [All About Feet](#)
- [Presidential Relay](#)
- [Volunteers](#)
- [Nutrition](#)
- [Extreme Endurance Athlete Marshall Ulrich](#)
- [Kids and Running](#)
- [Road Closures and Runner Safety](#)
- [Final Week Preparations](#)

## 2011

- [Off to the Races](#)
- [Training Advice](#)
- [About the Medals](#)
- [Runners Who Want to Lose \[Weight\]](#)
- [Volunteers](#)
- [Registration Pace...plus Bagels](#)
- [Advice From Two Running Legends](#)
- [Charitable Partners](#)
- [Youth Run](#)
- [Frequently Asked Questions](#)
- [Young at Heart](#)
- [Race Week!](#)

## Human Kinetics Webinars

- [Marathon Training: How to optimize your training program to reach your potential](#)

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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 15**

# Fiddle

You are here / Marathon Monday Week One

## Marathon Monday: Week One

BY

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This was my fortune cookie on Friday night. No lie. Somehow, the cookie knew I had just  
Creepy, those fortune cookies.

My training officially starts today. Please excuse me whilst I breathe into this here paper bag. Ok.  
Better. Where was I? Oh, yes. Marathon training.

Every Monday I'm going to give you a glimpse into my marathon training and my fundraising efforts for Team in Training. I'll review last week's results and give you a peek into what's in store for this week. I promise it's ok if you laugh at me, but that'll cost you a \$5 donation. I kid. Laughing at me is totally free.

I'm using a hybrid training plan based on Jeff Galloway, Hal Higdon and various other tips I've received from the brave souls who have already completed a marathon (or ten).

Week one looks like this:

- Sunday: Rest
- Monday: 3 miles
- Tuesday: Rest (or XT)
- Wednesday: 5 miles
- Thursday: Rest (or XT)
- Friday: 3 miles
- Saturday: 7 miles

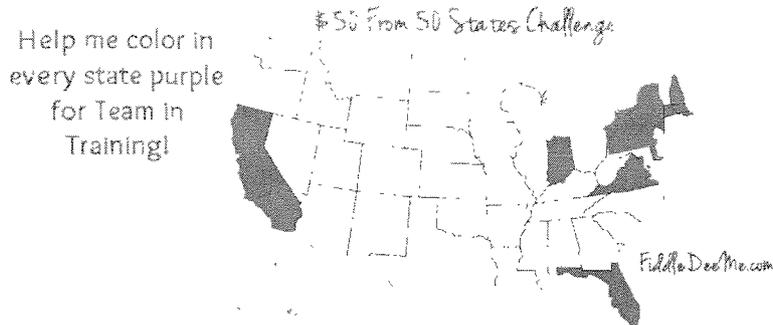
Not too terrifying, yet.

As far as my goes, all I have to say is Y'ALL ARE AMAZING! My required goal is \$2,700.

This is the minimum I'm required to raise by December in order to run on behalf of Team in Training this January

To make it fun, and so we can spread the TNT love across the country, I created a little challenge My goal is to get \$50 from all 50 states No matter if it's

I want to turn the entire country purple for Team in Training! As of publish time, we're up to 9 states! 51 more to go!



9 down, 41 to go!

As of today I am seriously blown away by the generosity of my friends, family, and complete Internet strangers What's even more amazing is my friend Krissy is doing a giveaway right now If you donate (any amount), you'll be entered to win a \$50 Banana Republic/Gap/Old Navy/Piperlime/Athleta gift card! Hello Fall wardrobe! If you've already donated, make sure you

I'm also extremely thankful for those friends, family, and random Internet strangers who have cheered me on or shared my blog/donation page Your support is important and appreciated, no matter what form it comes in

Oh and if you're a blog or business, make sure you check out my 100% of the money from advertising is going directly to TNT and it's a great way to sneak in a few tax deductions before January

So there you have it! Week one is here Only 17 weeks until my first marathon! (gulp)

GO TEAM!

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says:

IM SO EXCITED FOR YOU!!

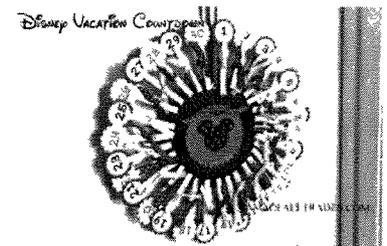
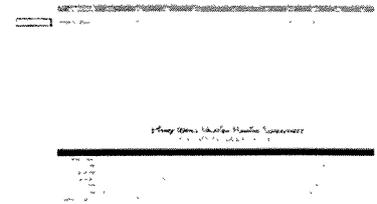
some day for me  
some day

Miz recently posted



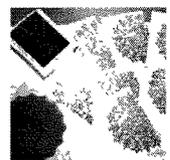
says:

Congrats! I am on wk 7 of my half marathon training! A full marathon is still a bit too daunting for me 😊 I look forward to seeing your wkly progress!

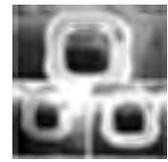


### INSTAGRAMS

by @fiddledeeme



Jessie Emeric recently posted. .



says:

What an awesome goal (And fortune cookie)! Looking forward to hearing more about your training routine



says:

Such an ambitious goal and I know you're going to do great in your training! You're clearly getting lots of support from everyone! Yay!

Liz @ A Nut in a Nutshell recently posted.



says:

What awesome goals! I hope you meet both your marathon and fundraising goals!

Whitney @ It's Gravy, Baby! recently posted. .



says:

How exciting! I wish I was motivated like you!

Shop with Me Mama recently posted



says:

WOW! I would love to do something like this. Good luck on getting every State!



says:

Amazing – you're amazing! I'm so excited for you – you can do this!

Becca – My Crazy Good Life recently posted



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Last Run

**3 mi**

00:37 12:24 pace

Slow 3miles to focus on form. Followed by T25 abs. Marathon training week 1. day 5

Send Ashley motivation.

1 comment

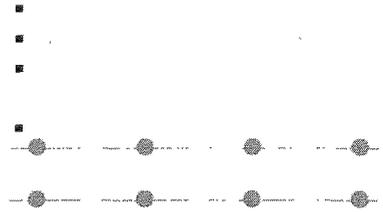
Week Miles	8 mi
2013 Miles	103 mi
Total Miles	117 mi





says:

Wow! You've got this, girl!!  
Leigh recently posted.



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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 16**

# IN MID STRIDE

A FINE WORDPRESS.COM SITE

02.04.13

by sarahjeaneolson

## MARATHON MONDAY - TRAINING IN SESSION

I am joining with my cyber-pal, Jen aka MarathonMom on her latest venture – sharing training plans each Monday. Whether you are training for a marathon, and ultra or your first 5k, check out her blog and link up your stats!

I am not an experienced marathoner; in fact, I only started running late last year. But with some prodding from my mentor at Autism Speaks, I am committed to running 3 races for the Chicago team this year – including the Chicago Marathon in October. This will be my first marathon ever!!

For my training, I am using Hal Higdon's Novice 1 marathon plan. I completed Hal's novice 2 training for a half marathon on Friday when I ran the Tackle the Miles virtual hosted in part by Marathon Mom, so I decided to jump on into marathon training. I am currently at week 9 of this plan. My goal for my marathon in October is to finish under 4 1/2 hours. So my week last week looked like this: Sunday: 8.5 miles Monday: rest Tuesday: 7 miles Wednesday: rest Thursday: rest Friday: 13.1 miles (2:03:23 PR) Saturday 3.15 miles cross training elliptical

This week should look something like this: Sunday: Superbowl Shuffler 5k (28:43 PR) Monday: 3 miles Tuesday: 7 miles Wednesday: 4 miles Thursday: rest Friday: cross training Saturday: 4 mile trail run (my first ever!) \* additionally I am doing Run with Jess's February Fit challenge

I am open to suggestions if you have any for me!

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NEW SHOES = NEW FOUND CONFIDENCE! →

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- ▶ August 2013
- ▶ July 2013
- ▶ June 2013
- ▶ May 2013
- ▶ April 2013
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BOOTH

# word.

Daily trendspotting and tech news from your friends at M Booth

word. daily. (marathon monday).

# word.daily.

creative inspirations collected from around the internets.

**Running for a Cause:** Former Olympic softball pitcher Jennie Finch, partnered with Timex to run the ING New York City Marathon. She started dead last on purpose and for every person she passed, Timex donated \$1 to the New York Road Runners' youth programs – she raised \$30,459.

**Solo Marathon:** Xperiathon is the "world's biggest individual marathon" that will take place on November 26<sup>th</sup>. Download a particular app on your phone and on that day RUN. And when you have covered the distance (half or full marathon) you end your run and your data will be saved into a database and you will be entered into a contest for prizes.

**Running Partners:** "Marriage, in many ways, is like a marathon. Unless you're Kim Kardashian. Then it's a sprint" – check out the couple who got married while running yesterday.

And we have previously mentioned this before, but check out **the drawings** from the guy who ran and DREW the NYC marathon at the same time.

And AND, congrats to @roblongert for running in the marathon yesterday!

— Lauren M.

1 year ago





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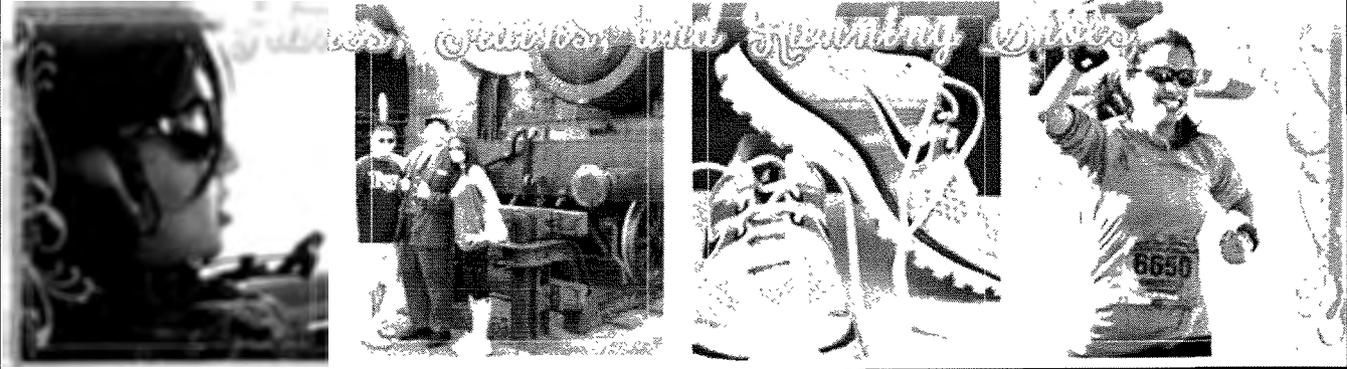
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MONDAY, NOVEMBER 8, 2010

### Marathon Monday!

Good morning everyone! Happy Monday! I'm really excited about this morning's post for a number of reasons! I'm 2 weeks away from the Philadelphia Marathon and could not be more excited! I still get really nervous sometimes, but lately I'm starting to be much more excited than I am nervous especially after volunteering at the ING New York City Marathon yesterday.

It was awesome. I was volunteering at Aid Station 2, handing out Gatorade to the runners. I had a great time volunteering and met some people who are racing Philly in 2 weeks and 2 girls who ran the Philly Half last year and gave me some great tips about the course.

New York was the first marathon I've ever spectated. I should have been at Boston this year when everyone in the city has off, but my awful job kept me at the office and away from the race. Anyway, it was amazing. Watching the Elite runners go by was unbelievable, but my favorite part was watching the regular, average, my pace kind-of people go by. I saw a lot of things that were inspiring and a lot of things that scared me a little bit, but what I saw the most of was runners having fun. And that made me realize that, you know what? Sure, I want to run the best race I possibly can, but you know what? I'd rather have fun running the best race I can then stress myself out pushing myself and killing myself to come in sub-4. And I think that that's a really important lesson that I learned.

#### Best Parts about NYC:

- Yelling to the runners Water! or Gatorade! And having a runner come by and say Booi!
- Asking a guy who looked like he was about to die if he was ok and having him look up at me and say, I will be when I cross the finishing line and then bolting off and sprinting to the finish.
- A man dressed like Minnie Mouse running the race.
- SpongeBob running the race.
- Calling out people's names (I'm definitely wearing my name on my shirt!) and seeing their reaction at hearing their name. You can tell that it made a huge difference in how they felt at that moment.

#### ABOUT ME

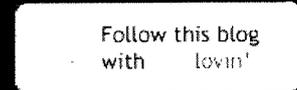


**Christy Ashley**

I'm Christy. I'm a 20-something who is positively addicted to all things related to running, traveling and baseball.

[View my complete profile](#)

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It was amazing. I encourage everyone, runners and non-runners alike, to volunteer at a Marathon sometime. I warn you though, it will give you a burning desire to run your own race, so I guess it's good that mine is in 2 weeks!

So, where am I at in training? Oh 2 weeks out and I'm tapering. I had a not-so good training week last week. Only got in 23 miles, 20 miles less than what I should have run, but there were just some circumstances that I couldn't control (like rain at night and a 25 minute time limit on the treadmill at the gym). But, I had an incredible 13 mile run yesterday and I'm feeling damn good and I have marathon fever and I cannot wait to cross my own finish line.

This week, it's nice and easy:

- Monday: Rest Day
- Tuesday: 5 miles easy
- Wednesday: 5 mile tempo run
- Thursday: Rest Day
- Friday: 5 miles easy
- Saturday: 5 miles easy
- Sunday: 12 miles

I'm on a strict diet, by diet, I mean high carb and protein intake and making sure I'm actually eating the right amount of calories per day and I'm getting in 8-9 hours of sleep per night because I am going to run a marathon and I am going to have fun doing it and I am going to run the best race that I am capable of and I can't wait.

If you're going to be in Philly, let me know. I'd love to see you!

Happy Monday everyone!

*Christy*

Posted by Christy Ashley at 9:52 AM

Recommend this on Google

8 comments:

**Chloë** November 8, 2010 at 10:09 AM  
 Sounds like an awesome experience! I'm applying for NYU 2011 TOD w/! So excited :)

Reply

**Jenn** November 8, 2010 at 11:18 AM  
 Great Attitude! I love how that race atmosphere is just SO inspiring! Best of luck in Philly-enjoy the taper!

Reply

**London Girl** November 8, 2010 at 4:04 PM

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Last Run

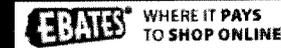
**4 mi**

00:38 09:30 pace

4 easy morning miles.  
 by Christy Ashley  
 Send Christy motivation  
 7 comments

Week	4 mi
Miles	
2013	590 mi
Miles	
Total	3229 mi
Miles	

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**Hello from Sarajevo!**  
 Hooopaaaaaa Sarajevo! Sorry I've fallen off the map a bit, don't worry I'm alive and quite well, just extremely busy! My profes...

Obligatory Valentine's Day Post

Happy Valentine's Day y'all! My date tonight is a puppy who is really depressed that her owner is gone and made me want to tear my...

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- 2012 (126)
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- 2010 (112)
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- three things thursday
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- May (11)
- April (15)
- March (17)



So excited for you girlie! Can't wait to read your post marathon summary, I'm sure you'll do brilliantly!

Reply



**Katie A.** November 8, 2010 at 6:42 PM

So very cool you got to volunteer there! Did you see Jim's? and the Cliffhanger? WOW!  
You're going to do amazing at Philly - just wanting to enjoy it and finish is perfect, but I have a feeling you will surprise yourself!  
I have a good week, girlie!

Reply



**Meghan** November 8, 2010 at 6:44 PM

Girl, you are so ready!!! I love your spirit and enthusiasm!

Reply



**Shelley Ann** November 10, 2010 at 1:54 PM

Its so exciting that your marathon is so close!

and I love the comment about beer, its awesome that he still had a good attitude at the 10 mile marker!

Reply



**Amanda - RunToTheFinish** November 11, 2010 at 10:46 AM

not sure if you read run don't run, but I know she will be at Philly and a few other bloggers, good luck!

I think NYC would just amazing to volunteer at and how cool that you did it!

Reply



**Denise** November 11, 2010 at 11:13 AM

hey!! how exciting that you're running Philly. I didn't have time to read through your blog rocky cause I'm at work, but still this be your first?? philly is such a great marathon, but I may be partial since it's my home town city. hopefully we have weather like this for next wknd!! woo hoo!!

Reply



Recípes: Portuguese Grilled Chicken & Classic Roastie Potatoes

Happy Friday everyone! While I still love Fridays, I must admit, they aren't quite as sweet as they were when I was crawling down the m...



New York City Marathon: 9+1 Guaranteed Entry Option

This past Saturday, I ran my 9th and final qualifying race to secure guaranteed entry into the 2012 New York City Marathon, The NYC Marat...



He asked...

...and I said, "Are you serious right now?" Thursday was perfect. I woke up slightly worse for the wear after drinks

WU...

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Blue Mountain State Season 1 Episode 10  
**Marathon Monday**

Rating: TV-14  
 Cast: Sam Jones III, Gabrielle Dennis, Ed Marinaro, Darin Brooks, Chris Romano, Alan Ritchson

- Recap
- Cast & Crew
- Fan Reviews
- Trivia & Quotes
- Episode Discussion



Blue Mountain State is the tenth episode in the debut season of Spike TV's Blue Mountain State. Alex participates in "Marathon Monday," a 24-hour non-stop party, but doesn't have high expectations. However, during the untraditional party, ... MORE +



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Craig (Sam Jones III)



Denise (Gabrielle Dennis)



Coach (Ed Marinaro)



Alex (Darin Brooks)



Sammy (Chris Romano)



Thad (Alan Ritchson)

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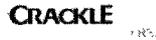
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### Episode Description



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Season 01 was awesome! S02 stinks big time!!!	01/17/12	7
Sam Jone?	11/09/11	5
Season 2 ended and it was awesome !	01/26/11	1

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Corn Field, Part I



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**TRIAL EXHIBIT 20**

### New! Graph Search is here

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---

A page to promote Marathon Mondays as they appear in Blue Mountain State !  
 You drink from sun rise to sun rise ! 03/10/2010


Chat

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**Take a Tour**

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# Marathon Monday !

Marathon Monday !

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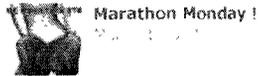
## Marathon Monday !

Marathon Monday !

Alex ? What's up man, it's Sammy. Listen, why don't you stop eating up pussy and open up that beer ? IT'S MARATHON MONDAY !!

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## Marathon Monday !

Marathon Monday !

A venir : les 25 heures du BôB.

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2



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**TRIAL EXHIBIT 21**

## FOOTNOTES

Colleen Connolly's minor and tangential thoughts

[« Litta Bitta Accent](#)

[Marathon Monday Redux »](#)

### Marathon Monday

Colleen Connolly



What's that you say? What is "Marathon Monday?" Thanks for asking. Marathon Monday is what I'm calling the next 27 entries I post on Monday as I train to run the ING Hartford Marathon on October 15. I have an on-again, off-again relationship with health and fitness. Lately, it's been off. Really off. So off, in fact, several feet of dust and dirt and debris have buried my

on-again switch. I'm not discouraged, though. With the recent purchase of a treadmill as well as with the recent onset of spring, I'm committed to running. What's that? How does this logic work—finding motivation to run inside while the weather outside improves? Good question. Let me explain.

I hate running outside in our neighborhood. We have Tour de France size hills, and I have a Tour de Fat size bottom, which makes running daunting and discouraging. Yet, in the morning when I let the dog out, I feel the warmth of the sun. It's that flash of warm that motivates me to move. So, I do, to the basement to run on a treadmill.

I've been inspired like this before. So, the skeptic in me has me rolling my eyes at myself. In my own defense, however, I'd say the difference this time is twofold: 1) I've given myself an extended end goal. (I work best when I have a goal—something other than "run.") Placing the marathon at the end of the treadmill, so to speak, will keep me focused for the next six months. 2) I'm publicly shaming myself into running this marathon. As a recovering Catholic, I know the value of shame as a behavior modification strategy. Putting this commitment and goal out there, I won't be able to bear the ridicule and humiliation my family and friends will likely throw my way if I don't.

So, here it is—my first Marathon Monday—and I've met my goal for the week:

Ran 15 min 2 days (M, W)

Ran 1 mile (Sat)

I have a hell of a long way to go, but at least I've started.

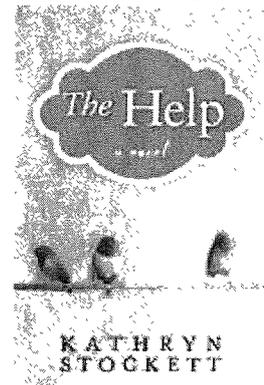
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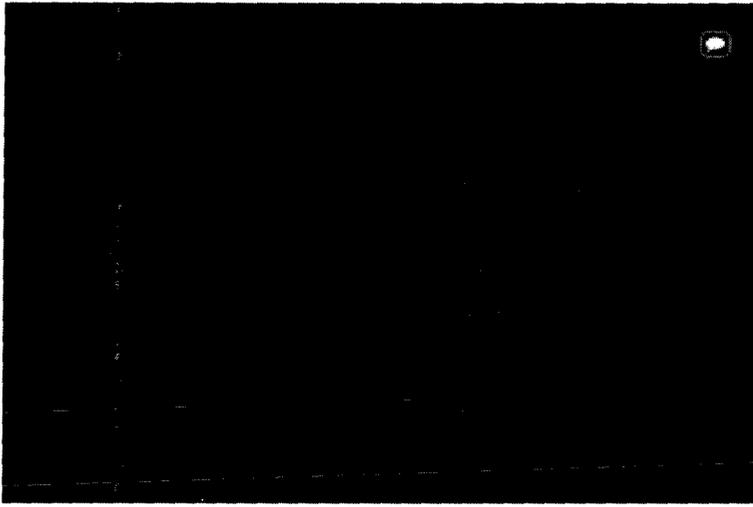
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#### 4 Responses

**grammy** April 13, 2011 at 10:54 am Reply  
you go for it girl. can't wait to see both of you. love you more. mom.

**grammy** April 19, 2011 at 11:15 am Reply  
what happened to monday 4/18. i waited all day!!!!

**grammy** May 12, 2011 at 5:35 pm Reply  
once a month to run is good

**Colleen Connolly** May 26, 2011 at 11:57 am Reply  
Thanks for the inspiration, Mom! It got me back on the treadmill.

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### LAST CALL: Marathon Monday Playlist!

Written on October 31, 2011 at 2:58 pm by [Christina Adams](#)

This is it! Last week before my very *first* marathon. I'm a bunch of nerves, butterflies and excitement right now—besides wanting to make it through the 26.2 miles, I'm pumped up to see the crowds, run through the boroughs and be part of this "marathon club." I'm totally psyched and can't wait to do this! I've got our last marathon playlist here for you (we're in such a tune-filled mood, we couldn't help but share two lists today) with favorite songs from the FITNESS editors and many of our friends. We've clearly got a crush on Eminem and Kanye!

To anyone running the streets of New York City on Sunday—good luck and look for me out there! (follow me on Twitter at [@FITSTOP11](#) to get updates about my experience.)

- "Love Train," Ummet
- "Dog Days Are Over," Florence + the Machine
- "Club Can't Handle Me," Flo Rida, featuring David Guetta
- "Empire," Christina Aguilera
- "My Adidas," Eminem and Nate Dogg
- "Sledgehammer," A.R. Rahman and M.I.A.
- "The Other Side," Leona Lewis
- "Dilemma," Jay-Z, featuring Lady Gaga
- "A Little Party Never Killed Nobody," Red Carpet
- "Only One Way to Survive," Rihanna
- "Stronger," Kanye West
- "What a Wonderful World," Joanna Pacitti
- "Poker Face," Britney Spears
- "The Way We Live Now," Glee Cast
- "What a Beautiful Morning (Refrain)," Kelly Clarkson
- "I Love You Better than I Love Me," Robyn
- "New Bitch Me," Cobra Starship, featuring Sabi
- "Smile Like You Mean It," Jay-Z, featuring Alicia Keys
- "I Hate Myself for Loving You," Gwen Stefani
- "The Way I Feel About You," Kanye West and Luke Lusk
- "Lose Yourself," Eminem
- "The Edge of Glory," Lady Gaga
- "Ace of Spades," Motorhead
- "Foster, Luke, Me!" Glee Cast
- "Lips Are Moving," Ellie Goulding



These songs will help power you across any finish line! (Photo by John Herr)

More from FITNESS: [Cooking for Weight Loss: 3 Methods to Eat Right](#)

Categories: Fitness, Motivation, The Fit Stop | Tags: a-bunch, butterfly, music, monday, playlist, workout, music, 2, cool, songs

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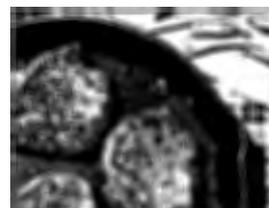
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	)	Application No.: 85/224698
v.	)	Mark: MARATHON MONDAY
	)	Class: 25
Velocity, LLC	)	
	)	
Applicant.	)	
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APPLICANT'S FIRST NOTICE OF RELIANCE

**TRIAL EXHIBIT 23**



Flying Through Fitness — October 3, 2011 at 12:40 am

# Marathon Monday: Training Commences

by Christie O.

0 +1 0    0 Tweet 0

Sharing is caring!



My marathon training has officially begun!

I have officially turned my focus from the Augusta 1/2 Ironman to *running*. *Running running running!*

If you are not familiar, I am training for the Miami ING Marathon at the end of January 2012, almost 18 weeks from now and I have a sponsor! Girlz N Gear, an amazing workout gear company, has sponsored my race and first of all, I want to do them proud! But second of all, everyone should go over there and love on them because of their faith and support for MIDPACK America! aka ME. (Girlz N Gear on Facebook and Twitter here.) They love fitness bloggers and tweeters.

### Training

So how did it go? This week's training run was 8 miles, which I ran yesterday in 1 hour 26 minutes, average pace of 10:45. Yes I wish that was faster, and it will get faster. But for now I have some work to do in the form of strength training, speedwork and tempo runs to make that faster. And lots and lots of running in between.

The run was great, it was only (finally!) 60 degrees out and breezy and beautiful. The only bad thing is that I ran myself into a migraine (again) which is what seems to be my thing lately. It set me back in the afternoon for quite a while. Dehydration? Perhaps.

Anyways. Totally buckling down here now that the beginning of the year craziness is dying down a little.

And I have a plan.

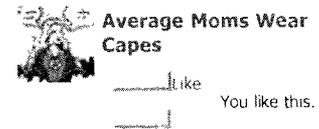
It consists of the following:

- Weight training
- Consistent runs/crosstraining 5 days
- EATING WELL

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PUT YOUR HOUSE ON A DIET!! JOIN US!

I am starting back with a personal trainer for the weight training and will add one more day for total of two days. I am mixing my run plan in with swim and bike crosstraining (I do have two triathlons left this year, one olympic and one sprint.)

And I am laminating little messages to hang all around my house to remind myself of WHY I SHOULD NOT EAT CRAP.

My biggest downfall of all.

Back to menu planning and shopping the week in advance. Tonight is homemade whole wheat pizza with turkey meatballs for dinner. I'm not really going to be calorie counting so much as trying more for portion control and lots of small meals and paying attention to content.

### RECOVERING

I am finally recovered after the Half Ironman but that thing threw my body all out of whack.

I have got to do my research on this and do a post actually on the things that happen during recovery by the way, and meantime can someone tell me WHY I GAIN AN UNGODLY AMOUNT OF WEIGHT AFTER EVERY TRIATHLON?

It just came off yesterday. But it was 5 whole pounds. It took me until Thursday to get UN-tired from Sunday's race, my hormones were all a mess all week and I was bloated beyond belief. I wore my yoga pants like it was my uniform. (Well they sort of are, but I'd rather wear them out of choice than necessity!)

Finally, I am back to normal.

I have one official training run down and we are OFF! A vlog next Monday including danceout.

Have a great day!

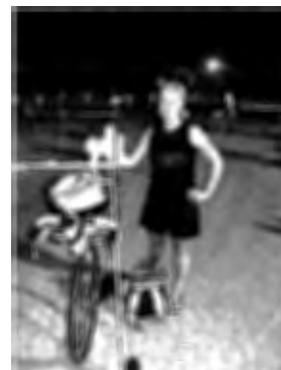


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### About Me



*Fitness, motherhood and coloring outside the lines.*

I'm a mom to two crazy, awesome little boys writing about life as an average mom, cervical cansuh survivor, runner & wanna be triathlete

I am a news junkie, I work in news, write about life in Florida, product & movie reviews, interviews with my favorite people, recipes and everything in between. (Perhaps even my favorite shape of ketchup packet.)

You should know too that I love "that's what she said" jokes and have the humor of a 15-year-old boy

Comments Popular Trending

Jody - Fit at 55: Happy bday lady! You are as young as my oldest stepdaughter ...

Si: Thinking of getting my mum a guitar for her birthday. can gi.

Sharilyn: Oh I love this. Try a pill cutter, yeah, I totally have one

### Archives

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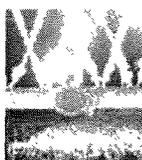
Sharing is caring!



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Thea @ I'm a Drama Mama

Reply

So, how many races will you have done by the end of the year? You are amazing. I'm going to love following you're training. Now go drink some water! NOW

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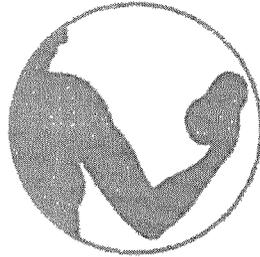
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	)	Class: 25
Velocity, LLC	)	
	)	
Applicant.	)	
_____	)	

**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 24**



ABOUT ME



Kimberly Truesdell

A former BODY PUMP instructor, weight-loss success and mom who is trying to live a healthy life! Hit me to contact me at [ktruesdell@att.net](mailto:ktruesdell@att.net)

[View my complete profile](#)

LET'S CONNECT



MONDAY, SEPTEMBER 24, 2012

### Marathon Monday: Wear it out

*I am training for the Columbus Triathlon and wearing a skirt inspired by the "I can do it" number 1 finisher prize - the pink and blue triathlon gear.*

The week in training

- Monday: 3 miles easy + stroller
- Tuesday: 3 miles easy
- Wednesday: 8.4 miles negative split
- Thursday: 5.35 miles easy + stroller
- Sunday: 20 miles long run

It had been what seemed like forever since I had seen my Victorious Secret teammate C so I couldn't have been more excited to see her at the BODY PUMP launch party.



We chatted about the upcoming Fort-4 fitness race, the lake and Miles. We also talked about Columbus. I will be running the half and I am 1/2 on the full. She asked about training, no long runs and most importantly, gear.

"Do you have your outfit picked out?" she asked excitedly.

Then... the sound of silence. Serious. As if a plate had dropped on the floor as I searched for an answer. It seems like I have so much time to plan what I'll be wearing in 27 days but the truth of the matter is that I should have tested out my marathon outfit during yesterday's long run. After all, you never try anything new on race day.

"Not sure yet." I finally came up. I keep thinking that I get something new.

That was the plan on my head at least. I got a new shower, garage door and boiler all needed a little repair in the same week. And on top of that I got a new body and my money that could have gone to that brand new outfit has fled away like my race kit though.

And that's fine. For one, I don't need a new outfit for every race. Two, I can assemble a race look at a fraction of the cost.

For yesterday's long run I dug out my favorite Nike warm from last year, my Run NOLA shirt and armwarmers from the HILL. The gear worked well during a chilly-ish start. It was 43-60 and I was only a mile cold. There was no chafing and I was able to ditch the armwarmers for the last few miles.

I can't make the whole come in rain or speciality performance. Another Mother Runner shirt and swapping the HILL warmers for the Running Skirt ones my BLR gave me for Christmas last year.



Last Run

**6.25 mi**

00:59 - 09:30 pace

Humid, Wet.

6/20/12 - 6/20/12

*Spent a lovely motivation*

*1 comment*

Week	12 mi
Miles	
2013	1041 mi
Miles	
Total	2979 mi
Miles	

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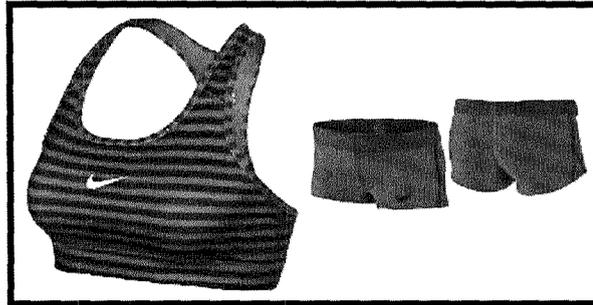
 

BLOG ARCHIVE

- 2013 (153)
- 2012 (296)
  - 12/30 - 01/06/13
  - 12/23 - 12/30/12
  - 12/16 - 12/23/12
  - 12/09 - 12/16/12
  - 12/02 - 12/09/12
  - 11/25 - 12/02/12
  - 11/18 - 11/25/12
  - 11/11 - 11/18/12
  - 11/04 - 11/11/12
  - 10/28 - 11/04/12
  - 10/21 - 10/28/12
  - 10/14 - 10/21/12
  - 10/07 - 10/14/12
  - 09/30 - 10/07/12

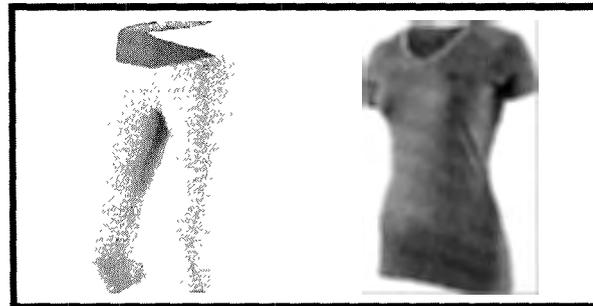
It's not us to the athletes that have a strong need to stand out in the capri and t-shirt podium ceremony. It's more possible that Nike wears a good pair of t-shirts.

Of course, having all of this decided in my mind, I appear to be a pretty good utility for the race - especially when Mark sets me loose in Dick's Sporting Goods. He even let me wear my Outdry that would get me in there.



Nike Printed Pro Victory Compression Bra and Shorty Shorts

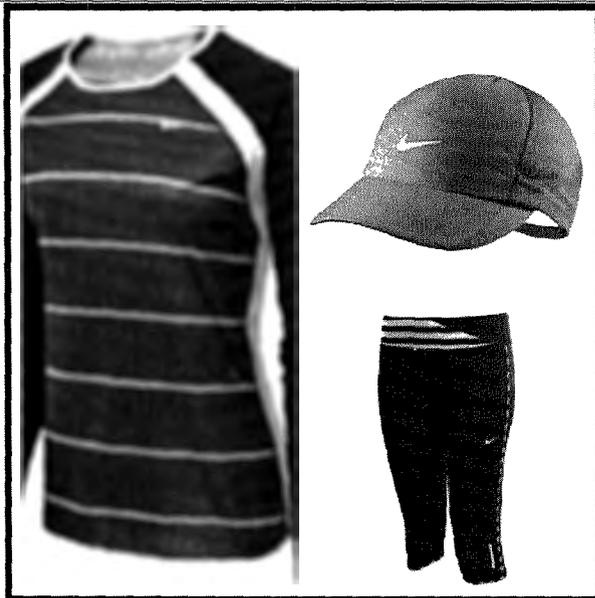
I'm pretty sure this outfit was made for me - not I love Nike but I'm pretty sure my thighs would rub off if I attempted this. And to add insult to injury, Mark didn't realize I was BIKING when I had this hanging from the cart. Does he even know me?



Nike Women's Twisted Running Capri and Pro-Fitted V-Neck Sluit

My running friends have always been happy when I wear brightly colored outfits that stand out. I makes it easier to spot me for cheering and photographing purposes. Orange is also a favorite color and the gray top is classic.

- 09-23-09-08-08
- Setting up for
- Three Things
- Thursday, Work it out
- Core values
- Marathon Monday
- Wear it out
- A cautionary tale on safety at 4:40
- 09-16-09-23-07
- 09-09-09-26-04
- 09-02-09-09-05
- 08-26-09-02-04
- 08-19-08-26-04
- 08-12-08-19-04
- 08-05-08-12-04
- 07-29-08-05-07
- 07-22-07-29-04
- 07-15-07-22-04
- 07-08-07-15-06
- 07-01-07-08-05
- 06-24-07-01-08
- 06-17-06-24-09
- 06-10-06-17-07
- 06-03-06-10-05
- 05-27-06-03-04
- 05-20-05-27-04
- 05-13-05-20-05
- 05-06-05-13-04
- 04-29-05-06-05
- 04-22-04-29-09
- 04-15-04-22-09
- 04-08-04-15-04
- 04-01-04-08-05
- 03-25-04-01-08
- 03-18-03-25-05
- 03-11-03-18-04
- 03-04-03-11-04
- 02-26-03-04-04
- 02-19-02-26-07
- 02-12-02-19-04
- 02-05-02-12-05



Nike Fast Pace Run Shirt Twisted Running Capri and Dr-Hi Leather Line Cap

OK this might not stand out but the long sleeve shirt is best when it and I think wearing a hat always makes you feel better. It's also the colors I chose and the color of the Columbus Marathon

Before the old days, each of my Miles started Chalkboard, I got my Singer Waffles and chicken. The honey, and the muffins went back to the truck and I went back to my marathon outfit. It's cute and practical and it's special because it will take me across the finish line at the 26.2 mile mark.

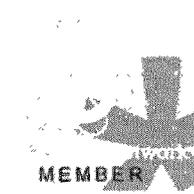
When it's time to get a new look for a new race

Posted by Kimberly G. posted at 5:58 PM

Labels: Recommend this on Google

Labels: Hi AM Columbus Marathon gear marathon Nike I am like a mother training plan

- ▼ 01/29/12-05/13
- ▼ 01/22/11-01/29/13
- ▼ 01/15/11-01/22/10
- ▼ 01/08/11-01/15/13
- ▼ 01/01/11-01/08/12
- ▼ 2011 (27)
- ▼ 2010 (21)



### 8 comments:

**girlsofvolg.com** September 21, 2012 at 2:08 PM  
 Nope I'd love to but I generally just wear what works for me. I still remember I wore a race shirt, shorts, and slippers I've had some of these before. My socks were new but only because I desperately needed new socks. Hi, and thank you!

Reply



Pharme September 24, 2012 at 2:16 PM

... I saw a lot of people who kept looking at me like I was some kind of freak forward ...

Reply

mitcheighess September 24, 2012 at 3:02 PM

... were ...

... want something new for those days ... I think I was who to talk ...

... people ...

Reply



Patricia September 24, 2012 at 4:50 PM

... great ...

Reply



bobbi September 24, 2012 at 8:14 PM

... I was ...

Reply



xJen September 24, 2012 at 8:54 PM

... I have ...

Reply

imytummy September 24, 2012 at 9:45 PM

... I was ...

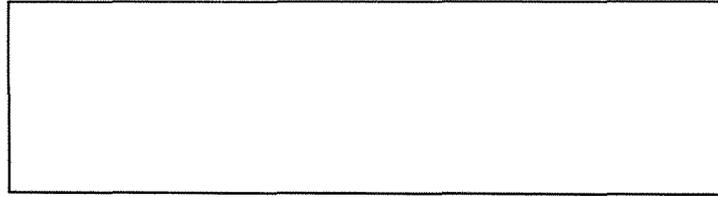
Reply



Elizabeth September 25, 2012 at 9:07 PM

... I was ...

Reply



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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 25**

# Los Angeles Times

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## LETTERS

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## Marathon 'Monday'

March 21, 2006

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The good men of the cloth are right: L.A. should change the day of the marathon to the Monday of a three-day holiday. This would have two redeeming features: The event would no longer impede hundreds from attending religious services on that day, and it might well keep citizens who would normally drive long distances on a three-day holiday in town, thus cutting down on auto accidents and saving lives.

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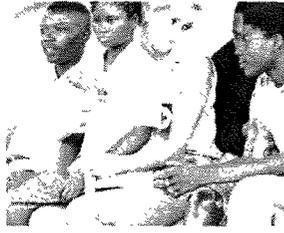
Marathon plays stand the test of time

November 27, 2012

Forecast for Holiday: Sunny and Crowded

May 29, 1993

Los Angeles Times



Princess Diana museum to close, contents go to sons William, Harry



Sara Gilbert engaged to girlfriend Linda Perry

How to find your lost or stolen iPhone 5

---

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**APPLICANT'S FIRST NOTICE OF RELIANCE**

**TRIAL EXHIBIT 26**

## WTSO Marathon Monday

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All Forums &gt;&gt; [Cellar Talk] &gt;&gt; General Discussion &gt;&gt; WTSO Marathon Monday

Page: [1] 2 3 4 next &gt; &gt;&gt;

 WTSO Marathon Monday - 10/31/2009 9:19:05 AM 

cleshock

Starting Tracker

^ ^

Posts: 40

Joined: 1/17/2007

Status: offline

Has anyone here participated in prior "**Marathon** Mondays" at WTSO? They are running one starting at midnight Sunday evening through Monday night. 24 hours, and over 100 wines, but they are offered only one at a time. So a new wine every 10 or 15 minutes.

Does anyone know if the email that they kick the event off with, does it contain the sequence or order of the wines to be offered? I'd like to know what is coming up, as I don't really want to pull an all-nighter waiting for new wine deals every 10-15 minutes. That said their pricing is absolutely fabulous, and I've picked up some amazing gems over the last 2 months.

Anyone experience a previous **Marathon**?

Here is the latest info on the one coming up, from their email:

**Marathon** Monday  
November 2, 2009

To our members and friends:

First and foremost, we at [winestilsoldout.com](http://winestilsoldout.com) would like to thank you for your patience for with our transition to our new and improved website. Our first event is one that you will not want to miss. **Marathon** Monday begins this Monday, November 2nd at 12 AM eastern (Sunday night). It lasts 24 hours and will feature over 100 wines, all at reduced prices. **If you plan to participate, we urge you to please sign into your account before the event starts to make sure there are no issues. If you are having trouble, please email us through the "contact" tab on the website and we will resolve any issue.**

For our new members, the event works as follows:

The **marathon** will run for 24 hours beginning at 12AM eastern Monday. **YOU WILL RECEIVE ONLY ONE EMAIL SIGNALING THE START OF THE EVENT.** To order you must log on to [wtso.com](http://wtso.com). We will offer one wine at a time, every 10- 15 minutes, or until sold out. The only way to see the current offering is to continually refresh the home page. Again, the wines are very limited in quantity, so please act quickly.

**Terms & Conditions:**

- 1- Your order is confirmed after your credit card is confirmed. It is possible to get to a page and then not be able to complete the sale because the wine has already sold out.
- 2- We **DO NOT** take phone or email orders. We are completely automated.

3- Please be aware there is a very small chance the system over sells by accepting 2 orders simultaneously. In this case we will refund the last order received.  
4- We **CANNOT** combine shipments. Our system doesn't allow it.  
5- Your order is not confirmed until you proceed to the confirmation page.  
We will be offering wine, champagne and sparkling wine. As with all of our **marathons**, you will recognize the wineries. With names like Nickel and Nickel, Merryvale, Chateau Palmer Margaux, Gaja, Rubicon, Pine Ridge, and Opus One, who wouldn't?

**All orders will ship Monday, November 9th, regardless of shipping method selected. You will receive an email with tracking information sometime before then. Again, the tracking number will not be valid until the order ships on Monday, November 9th.** All orders ship Fedex Ground unless you select Fedex 2 day express for a small additional fee.

You can e mail us anytime if you have any questions. We would like to wish all good luck and we hope you get what you want.

Cheers  
The Staff of WinesTilSoldOut  
Elliot, Joe, Justin, Julie &  
The Customer Service Team  
Wines 'Til Sold Out  
www.winestilsoldout.com  
?

PM Addr. Block

Post #: 1 ↑

RE: WTSO Marathon Monday - 10/31/2009 2:45:05 PM

**anerk**  
Mega Tracker  
^ ^ ^ ^ ^

They tell you nothing in the email and the wines are in no order. You just have to keep watching and refreshing.

Interesting that JJ Buckley and Cinderella are having a big event that day as well.

Posts: 3910  
Joined: 10/16/2008  
From: Central Florida  
Status: offline

A woman is sitting on the veranda with her husband and she says,  
"I love you."  
He asks, "Is that you or the wine talking?"  
She replies, "It's me..... talking to the wine."

(in reply to cleshock)

Email PM Addr. Block

Post #: 2 ↑

RE: WTSO Marathon Monday - 10/31/2009 2:57:08 PM

**vinole**  
Super Tracker  
^ ^ ^ ^ ^

*quote:*  
ORIGINAL: anerk  
Interesting that JJ Buckley and Cinderella are having a big event that day as well.

Posts: 288  
Joined: 3/17/2007  
From: Boca Raton, FL  
Status: offline

Anne, I am on JJ's regular and private client list and haven't seen anything about this upcoming Monday. Can you elaborate?

< Message edited by **vinole** -- 10/31/2009 2:59:00 PM >

(in reply to anerk)

PM Addr. Block

Post #: 3 ↑

RE: WTSO Marathon Monday - 10/31/2009 2:59:05 PM

**annerk**  
Mega Tracker  
^ ^ ^ ^ ^

Posts: 3910  
Joined: 10/16/2008  
From: Central Florida  
Status: offline

quote:  
ORIGINAL: vinole

quote:  
ORIGINAL: annerk  
Interesting that JJ Buckley and Cinderella are having a big event that day as well.

Anne, I am on JJ's regular and private client list and haven't seen anything about this upcoming **Friday**. Can you elaborate?

The sales are on Monday, but I misread the JJ e-mail, sorry, they aren't having anything special. It's Cinderella and WTSO that are talking about amazing deals on Monday.

Edit to add, now I've got myself really confused, it's Monday for WTSO and **Friday** for some special Cinderella deal.

Just ignore me...

< Message edited by **annerk** -- 10/31/2009 3:00:24 PM >

A woman is sitting on the veranda with her husband and she says,  
"I love you."  
He asks, "Is that you or the wine talking?"  
She replies, "It's me..... talking to the wine."

(in reply to vinole)

Email PM Addr. Block

Post #: 4 ↑

RE: WTSO Marathon Monday - 10/31/2009 3:06:56 PM

**GoodToGrape**  
Mega Tracker  
^ ^ ^ ^ ^

Posts: 1244  
Joined: 12/8/2008  
From: Chicago  
Status: offline

*Below is the Wine Library email on the Cinderella deal. They have a different deal each weeknight at 9 EST, and believe me, there have been spectacular deals - much better than anything I've ever seen on WTSO. **Friday** 11/6 is supposedly something really special...also happens to be my birthday, so I'm building up some cash over the next few days to hit this one hard.*

Just a reminder- the next CinderellaWine.com offer will be coming on Monday at 9PM!

We also wanted to let everyone know that our biggest offer yet from CinderellaWine.com has moved to **Friday November 6th!**

We've had a small delay getting ready for what should be the biggest offer yet from Cinderellawine.com, so we had to push the announcement date back to next **Friday!**  
**Next Friday is a night EVERY wine lover should watch.**

We have offered up some flat out amazing deals thus far each night, Monday through **Friday**, on Cinderellawine.com ... but we have saved perhaps the best offer of the month ... for next **Friday** night. At 9 PM EST on **Friday**, November 6th, we will launch what should go down as our biggest offer yet on Cinderellawine.com.

Pass the word on to friends, family...any other wine lover in your life. **At 9 PM EST on Friday, November 6th, Cinderellawine.com will offer up our biggest wine deal**

**yet!!**

< Message edited by **GoodToGrape** -- 10/31/2009 3:08:13 PM >

(in reply to annerk)

Email PM Addr. Block

Post #: 5

RE: WTSO Marathon Monday - 11/1/2009 1:06:48 AM

**MindMuse**

Mega Tracker

^ ^ ^ ^ ^

Take a nap Sunday, buddy. The WTSO will start at midnight and there will be a new wine about every 10 or 15 minutes - sometimes quicker if one sells out - ALL DAY LONG.

Posts: 2442  
Joined: 5/20/2009  
From: Georgia, U.S.  
Status: offline

What you might want to do is review emails of past offers to see if there was anything you wanted but didn't get originally - some of them will come back. But there is no telling when during the day. There will be stuff from Cristal or Ch. Palmer to sub-\$10 quaffers. Likely some will be decent deals and some will be terrific deals. The reason to review past offers is to get an idea if you would bite on them and for what price, because you won't have much time to research them after they go live.

... she uncorked it and put it to her lips. "I know *something* interesting is sure to happen," she said to herself, "whenever I eat or drink anything; so I'll just see what this bottle does."  
- *Alice's Adventures in Wonderland*

(in reply to cleshock)

PM Addr. Block

Post #: 6

RE: WTSO Marathon Monday - 11/1/2009 3:53:00 AM

**GoodToGrape**

Mega Tracker

^ ^ ^ ^ ^

Posts: 1244  
Joined: 12/8/2008  
From: Chicago  
Status: offline

quote:  
ORIGINAL: MindMuse  
Take a nap Sunday, buddy. The WTSO will start at midnight and there will be a new wine about every 10 or 15 minutes - sometimes quicker if one sells out - ALL DAY LONG.

Thanks - great info! Anyone know if they are going to bundle shipping, or treat each order as a standalone?

(in reply to MindMuse)

Email PM Addr. Block

Post #: 7

RE: WTSO Marathon Monday - 11/1/2009 5:19:54 AM

**annerk**

Mega Tracker

^ ^ ^ ^ ^

Each is a standalone.

Posts: 3910  
Joined: 10/16/2008  
From: Central Florida  
Status: offline

A woman is sitting on the veranda with her husband and she says,  
"I love you."  
He asks, "Is that you or the wine talking?"  
She replies, "It's me..... talking to the wine."

(in reply to GoodToGrape)

Email PM Addr. Block

Post #: 8 ↑

RE: WTSO Marathon Monday - 11/1/2009 8:46:43 AM



**cleshock**  
Starting Tracker  
^ ^

Thanks to all for your comments. It will be an interesting 24 hours starting at midnight. While their selections/offerings are not always interesting, their prices are unbeatable, and usually by a mile. They bring the cost of higher-end \$40 to \$80 wines down to the \$20 -\$40 range, which is my sweet spot. I will have to hide the amex statement from my wife....

Posts: 40  
Joined: 1/17/2007  
Status: offline

(in reply to annerk)

PM Addr. Block

Post #: 9 ↑

RE: WTSO Marathon Monday - 11/1/2009 9:54:33 AM



**JohnNezlek**  
Super Tracker  
^ ^ ^ ^ ^

cleshock,,

I like WTSO and have ordered many wines from them. Good service and so forth.

Posts: 913  
Joined: 12/14/2006  
From: Warsaw, Poland, at least for now  
Status: offline

I would simply be aware (as one always should) about what the "real" best price is. One of the advantages of CT (if you make any sort of contribution) is that you can see the average price people have paid for a bottle. I use this as a rough guide as to how good a price is.

John

To all: Don't you find the Cinderella email campaign a bit obnoxious? More so than usual for me.

---

Too many wines, too little time.

(in reply to cleshock)

Email PM Addr. Block

Post #: 10 ↑

RE: WTSO Marathon Monday - 11/1/2009 10:29:05 AM



**GoodToGrape**  
Mega Tracker  
^ ^ ^ ^ ^

*quote:*

ORIGINAL: JohnNezlek

cleshock,,

I like WTSO and have ordered many wines from them. Good service and so forth.

I would simply be aware (as one always should) about what the "real" best price is. One of the advantages of CT (if you make any sort of contribution) is that you can see the average price people have paid for a bottle. I use this as a rough guide as to how good a price is.

John

To all: Don't you find the Cinderella email campaign a bit obnoxious? More so than usual for me.

Posts: 1244  
Joined: 12/8/2008  
From: Chicago  
Status: offline

WTSO's prices are compared to the best web price PLUS shipping, which is a bit misleading as it assumes that you would buy only a single bottle.

Cinderella posts the best web prices and doesn't inflate it by shipping, so you get a much more accurate picture of the true price of the wine.

John - yes, Cinderella's emails are a bit over the top, but so is Gary so it seems to fit. The deals are fabulous, so it doesn't really bother me.

(in reply to JohnNezlek)

 Email  PM  Addr.  Block

Post #: 11 

RE: WTSO Marathon Monday - 11/1/2009 7:21:12 PM 

**cleshock**  
Starting Tracker

John,

I use the Pro version of wine-searcher to compare prices. For example, WTSO offered the '07 Caymus Special Select on **Friday** for \$99.99, free shipping on two. So for \$200, 2 bottles will show up at my door next week. Best price on Wine-searcher on **Friday** was approx \$105, plus sales tax (\$15), plus shipping (call it \$12 for two bottles via ground), or a total of \$237. 18.5% discount to best available price. not bad. (Since then Binnys has knocked their price from \$135 to \$99, but I've got to pay 7.75% tax, so I am still ahead by \$16).

CT average price paid is another good check (and yes, I contribute annually).

The problem with WTSO is that its the least preferred/last resort/lowest margin way for a producer or wholesaler to generate cash. If I were in their shoes, I would sell my worst wine, problem wine (warehouse have a temperature problem?, delay in shipment?), excess wine, etc. via WTSO. Why else offer it for sale well below other outlets???

So I think one has to be very sure of what one is buying. For example, I previously bought an offering of '03 Hartwell Cab, \$135/btl list price, avg CT price of \$125, for \$43. I was worried about buying an '03 Napa, as that year has been problematic with many Napa producers, and I've done well to avoid it. But the discount was too tempting. 2 bottles to my door, from a reknown/highly respected producer for well under \$100 was worth it, imo. I opened one tonight, and reached the same conclusion as a friend that bought the same. Dissappointing, not all together. I'd rate it an 88 or 89, never came together over 6 hours of decanting. I wish I had passed.

That said, I also went out on the limb recently for a Rancho Napa Phoenix cab, which is quite nice for \$17, imo. Glad I got 5 more remaining.

You win some, you lose some. But with WTSO you need to be vigilant and sort through the chaff (poor wines, off-vintages, etc) to catch the occasional "wheat" (high quality wine) slipping through at a deal price. **You will always get "the best price" for any wine on WTSO (imo - factoring in tax, which they don't charge, and shipping), but is the particular wine be any good? That is the question.**

I like pulling up a particular wine in question on CT, but not specifying the vintage, so I can see how the average CT rating changes over time. Is it consistently a 91-92 rating over several vintages? Is it trending up? Reviewing multiple vintages of the same wine helps me decide.

I am on the CinderellaWine email list, but don't always sit down at the computer each night to check the deal. It would be better, in my opinion, if they sent an email with the deal wine (and vintage) in the message, like WTSO does daily, so you can quickly see what is being offered, and move to investigate, or move to delete it.

Gotta get my nap in before the **Marathon** starts.

PS - I just got an email from Joe Arking, "ceo" at WTSO. He said that do not release a list of wines for sale in the **Marathon**, but some/many of the wines offered in the 2 am to 6 am time slot of the **Marathon** are re-offered later in the day if they have not sold out.

< Message edited by **cleshock** -- 11/2/2009 8:03:59 AM >

(in reply to GoodToGrape)

PM Addr. Block

Post #: 12

RE: WTSO Marathon Monday - 11/1/2009 10:13:31 PM

**jhannah27**  
Mega Tracker  
^ ^ ^ ^ ^

Anyone else watching this? A bit ho-hum so far, although the discounts are quite deep. Hoping to see something exciting!

Posts: 2928  
Joined: 6/9/2008  
From: Anaheim, CA  
Status: offline

-- Jeremy

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(in reply to cleshock)

Email PM Addr. Block

Post #: 13

RE: WTSO Marathon Monday - 11/1/2009 10:15:07 PM

**clintsf**  
Senior Tracker  
^ ^ ^ ^ ^

Watching, but haven't purchased anything yet.

Clint

(in reply to jhannah27)

Posts: 172  
Joined: 7/15/2009  
From: San Francisco, CA  
Status: offline

Email PM Addr. Block

Post #: 14

RE: WTSO Marathon Monday - 11/1/2009 10:23:01 PM

**clintsf**  
Senior Tracker  
^ ^ ^ ^ ^

Just noticed something interesting about WTSO site.

They say "Will WinesTilSoldOut ever tell us how many cases or bottles remain available in a given sale? No. That's not the way it works. Some lots are hundreds of cases, while others are just a few. Where's the fun if you knew?"

Posts: 172  
Joined: 7/15/2009  
From: San Francisco, CA  
Status: offline

When you click on the drop down list of how many you would like to purchase, it gives away how many are left. The current wine would let you click on 33 bottles, now after refreshing, it only give you a choice of purchasing 27.

Clint

(in reply to clintsf)

Email PM Addr. Block

Post #: 15

RE: WTSO Marathon Monday - 11/1/2009 10:27:27 PM

**grafstrb**  
Mega Tracker  
\*\*\*\*\*

for this "**marathon** monday" event, at what point does WTSO do free shipping?

---

Terroir is not a flavor.

Posts: 7721  
Joined: 11/6/2007  
From: North Yorkshire, UK  
Status: offline

(in reply to clintsf)

PM Addr. Block

Post #: 16

RE: WTSO Marathon Monday - 11/1/2009 10:28:12 PM

**jhannah27**  
Mega Tracker  
\*\*\*\*\*

on all bottles is my understanding. Regardless of the number purchased

---

-- Jeremy

Posts: 2928  
Joined: 6/9/2008  
From: Anaheim, CA  
Status: offline

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(in reply to grafstrb)

Email PM Addr. Block

Post #: 17

RE: WTSO Marathon Monday - 11/1/2009 10:31:09 PM

**grafstrb**  
Mega Tracker  
\*\*\*\*\*

oh ... that's pretty cool. the past two Bdx's have been tempting ... but it will take something I *really* want to get me to bite --- just bought 3 bottles of 2004 Beaugard - "Boisrenard" CdP this weekend, bringing my running total at K&L to about 2.5 cases. I have almost a case of SS coming in the next couple weeks ... and also McPrice Myers and Tercero sometime soon ... and nowhere to put them!!! aaaaahhh, the insanity!!

Posts: 7721  
Joined: 11/6/2007  
From: North Yorkshire, UK  
Status: offline

---

Terroir is not a flavor.

(in reply to jhannah27)

PM Addr. Block

Post #: 18

RE: WTSO Marathon Monday - 11/1/2009 11:14:15 PM

**jhannah27**  
Mega Tracker  
\*\*\*\*\*

got excited there for a second. If that last one was Chateau Destieu, instead of Chateau Grand Destieu, I would have bought. The 05 Destieu is a great wine in the \$50 price range, which ain't bad considering the prices of some of its competitors.

Posts: 2928  
Joined: 6/9/2008  
From: Anaheim, CA  
Status: offline

---

-- Jeremy

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(in reply to grafstrb)

Email PM Addr. Block

Post #: 19

RE: WTSO Marathon Monday - 11/1/2009 11:15:49 PM



**jhannah27**

Mega Tracker

^ ^ ^ ^ ^

Posts: 2928  
Joined: 6/9/2008  
From: Anaheim, CA  
Status: offline

*quote:*  
ORIGINAL: grafstrb  
oh ... that's pretty cool. the past two Bdx's have been tempting ... but it will take something I *really* want to get me to bite --- just bought 3 bottles of 2004 Beaurenard - "Boisrenard" CdP this weekend, bringing my running total at K&L to about 2.5 cases. I have almost a case of SS coming in the next couple weeks ... and also McPrice Myers and Tercero sometime soon ... and nowhere to put them!!! aaaaahhh, the insanity!! 🍷🍷

I will have space in my locker when I get it, you are welcome to shove some of it in there for the time being. Although, that will mean that I get to take my pick of the litter as payment! 🍷🍷

-- Jeremy

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(in reply to grafstrb)

Post #: 20 ↑

Email PM Addr. Block

RE: WTSO Marathon Monday - 11/2/2009 5:54:57 AM



**hankj**

Mega Tracker

^ ^ ^ ^ ^

**2000 Piper-Heidsieck Champagne Brut**

43 bucks

first buy for me.

Posts: 1090  
Joined: 6/26/2008  
From: Seattle, WA  
Status: offline

(in reply to cleshock)

Post #: 21 ↑

PM Addr. Block

RE: WTSO Marathon Monday - 11/2/2009 6:02:21 AM



**YoDaddyO**

Super Tracker

^ ^ ^ ^ ^

I'll be watching all day...it's a roll of the dice for crazy good QPR i my view unless i come across a higher end wine i've been specifically wanting.

My favorite wine purchased on sites like this so far that i have tasted

2007 Daniel Fernandez Malbec Gran Reserva Agua de Piedra (Wiredforwine.com)

I was shocked...fantastic wine. (under \$12)

Posts: 952  
Joined: 2/17/2009  
From: Austin, TX  
Status: offline

DaddyO

www.castlemancellars.com

Wine is a constant proof that God loves us and wants us to be happy. -Benjamin

Franklin

(in reply to hankj)

Email PM Addr. Block

Post #: 22

RE: WTSO Marathon Monday - 11/2/2009 6:04:18 AM

**andtheodor**  
Starting Tracker

Posts: 19  
Joined: 5/18/2009  
Status: offline

*quote:*

ORIGINAL: cleshock

For example, I previously bought an offering of '03 Hartwell Cab, \$135/btl list price, avg CT price of \$125, for \$43. I was worried about buying an '03 Napa, as that year has been problematic with many Napa producers, and I've done well to avoid it. But the discount was too tempting. 2 bottles to my door, from a reknown/highly respected producer for well under \$100 was worth it, imo. I opened one tonight, and reached the same conclusion as a friend that bought the same. Dissappointing, not all together. I'd rate it an 88 or 89, never came together over 6 hours of decanting. I wish I had passed.

Crazy, I thought the Hartwell Cab was a killer buy! I almost jumped on some Brunello earlier...

(in reply to cleshock)

Email PM Addr. Block

Post #: 23

RE: WTSO Marathon Monday - 11/2/2009 6:35:29 AM

**ob2s**  
Mega Tracker

Posts: 1413  
Joined: 1/30/2007  
From: SW Portland Ore  
Status: offline

Interesting how some WTSO wines @ 50% off still aren't less than CT average. I understand CT average is not a good indication, BUT you'd expect @ 50% off that the price would be under the CT average. It is funny to see the CT ave plummet after a Cinderella wine offering.....

German Wine ? see GermanWines.us | water nourishes the body, wine nourishes the soul

(in reply to andtheodor)

PM Addr. Block

Post #: 24

RE: WTSO Marathon Monday - 11/2/2009 6:43:29 AM

**YoDaddyO**  
Super Tracker

Posts: 952  
Joined: 2/17/2009  
From: Austin, TX  
Status: offline

*quote:*

ORIGINAL: ob2s

Interesting how some WTSO wines @ 50% off still aren't less than CT average. I understand CT average is not a good indication, BUT you'd expect @ 50% off that the price would be under the CT average. It is funny to see the CT ave plummet after a Cinderella wine offering.....

This is subjective but i also think that many of these "deals" have been percolating for 60 to 90 days in various other forms. I'm sure Eric can analyze price trends on new postings in CT.

My guess is that most of these prices have already been trending down

dramatically...in many of the cases of the WTSO offerings...the avg price in CT already matches the offere WITHOUT any pending WTSO deliveries as well as the winesearch pro searches pretty much shows that the value in many cases (not all) is in the free shipping.

Unless the other stores online are operating a massive bait and switch (which i have encountered numerous times)...there is a aggressive matching going on.

That's why i'm going to continue to assess most of these offerings looking for extreme value or low cost varietal's that i have wanted more exposure to. I am always buying at least 4 bottles

---

DaddyO

[www.castlemancellars.com](http://www.castlemancellars.com)

Wine is a constant proof that God loves us and wants us to be happy. -Benjamin Franklin

(in reply to ob2s)

Email PM Addr. Block

Post #: 25

RE: WTSO Marathon Monday - 11/2/2009 6:54:49 AM

**hankj**  
Mega Tracker  
^ ^ ^ ^ ^

Silverado Cabernet at \$25 -- I think it has been \$23 in my local supermarket for 3 months. This wine is one of those that is always on sale, so really never on sale. Lockwood wines are another, alway 27 regular but "on sale" for 9.99 ....

(in reply to YoDaddyO)

Posts: 1090  
Joined: 6/26/2008  
From: Seattle, WA  
Status: offline

PM Addr. Block

Post #: 26

RE: WTSO Marathon Monday - 11/2/2009 7:18:59 AM

**ob2s**  
Mega Tracker  
^ ^ ^ ^ ^

The sales I know are really sales are from my favorite german wine shop, that is the importer too. When they have a 50% off sale it comes in right below the german retail price. It is the only sale I partake of where I never find a lower price (in the US of course).

Posts: 1413  
Joined: 1/30/2007  
From: SW Portland Ore  
Status: offline

---

German Wine ? see [GermanWines.us](http://GermanWines.us) | water nourishes the body, wine nourishes the soul

(in reply to hankj)

PM Addr. Block

Post #: 27

RE: WTSO Marathon Monday - 11/2/2009 7:36:51 AM

**cleshock**  
Starting Tracker  
^ ^

Minimum quantities for Free Shipping changes on each offer, sometimes as low as 1 bottle, other times 4 or 6.

As usual, lots of variety, some poor wines, some good ones, some very good prices, some not so very good. I am not into French wines, but the Le Dome that was up at \$110 compares to a wineseacher pro best price of \$145. tack on tax and shipping,

Posts: 40  
Joined: 1/17/2007

Status: offline

and the WTSO price looks darn good.

Clintsf - nice find on the quantity indicator. I know that 36 bottles is the max amount one person can buy, so that's why it starts there (36 really means they have 36 or more). But interesting to see it dwindling before ones eyes. With the number of buyers out there today, most "good" deals are only going to last 5 minutes, perhaps longer on the expensive, \$100+ offerings.

That Palormero offering really went fast.

I was going to keep a list of the offerings, but forgot. By chance anyone out there keeping a list??? It would be interesting to review.

(in reply to ob2s)

PM Addr. Block

Post #: 28

RE: WTSO Marathon Monday - 11/2/2009 7:39:12 AM

**pault**  
Super Tracker  
\*\*\*\*\*

opus 1 right now \$150. if int

member #55326 , cellar ID=grngnt

Posts: 595  
Joined: 6/28/2008  
From: Bedford New Hampshire  
Status: offline

(in reply to cleshock)

Email PM Addr. Block

Post #: 29

RE: WTSO Marathon Monday - 11/2/2009 7:44:37 AM

**GoodToGrape**  
Mega Tracker  
\*\*\*\*\*

*quote:*  
ORIGINAL: pault  
opus 1 right now \$150. if int

Posts: 1244  
Joined: 12/8/2008  
From: Chicago  
Status: offline

I saw the Opus One at Costco yesterday for \$130. Busy today, so I'm not able to check WTSO often but when I do all I'm seeing is a rehash from prior deals with the exact same price as originally offered by WTSO. So, to me the only real difference here is the rapidfire nature of the deals, but the pricing isn't any better than what they normally do - which in my opinion is hit or miss. Tough part is that you really need to do your research on these to find out if they are a) good bottles, and b) good deals. The deals are circulating quickly, so you have to figure out fairly quickly if you are in or out.

(in reply to pault)

Email PM Addr. Block

Post #: 30

-  New Messages
-  No New Messages
-  Hot Topic w/ New Messages
-  Hot Topic w/o New Messages
-  Locked w/ New Messages
-  Locked w/o New Messages

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Categorized | **Marathon**

## What to Say on Marathon Monday? Well, Anything!

Created on 21 October 2013 by [cbs news](#), [jim axelrod](#), [joshua holmes](#), [marathon](#), [marathon etiquette](#), [marathon monday](#), [marathon sunday](#), [marathoners](#), [new york city marathon](#), [new york times](#), [nyt](#)



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CBS News correspondent [Jim Axelrod](#) wrote an article in the *New York Times* a couple of days ago complaining about people at his job asking him how fast he ran his first marathon.

Axelrod in the piece refers to the day after a traditional Sunday marathon as 'Marathon Monday.'

He seems quite perturbed in the piece by his co-workers congratulating him and then following it up by asking, "So, what was your time?"

*There was no way this fine fellow, whom I would charitably describe as no stranger to the buffet table, could have had the faintest understanding of what a good time for a 46-year-old first time marathoner might be. Or a bad time, for that matter.*

*I'm certain that if I'd answered, "3:15:20" or "5:05:47," it would have been met with the same blank stare as when I told him "4:30." That's because he had no earthly idea what the difference might be.*

Ouch! I'd hate to be the co-workers who refused to ask or talk to him about his marathon.

I think it's important to remember that although your marathon might be a huge deal to you, that it means very little or nothing to your co-workers and perimeter friends.

Often they are just being casual and humoring you with interest after watching you limp around the office. It's only natural to ask, "What was your time?" or "How long did it take you to do that?"

To the non-marathoner, they usually have no clue how long it takes to run such an obscene distance. Often times it is more impressive to the person asking the question when you reply with how many hours it took you to finish a marathon. The mortal friend just can't conceptualize how someone could run for that long.

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Capital City River Run Half Marathon Medal (2013)

Rocky the Ultramarathoner? Boxer Ran 30 Miles Across Philly in Rocky II Training Scene

Redefining My Limits: What I've Learned from Training with RIF #153 Justin Gillette

Valmiera Marathon Medal (2013)

Bupa Great North Run Medal (2013)

Bristol Half Marathon Medal (2013)

Run For Ella 10K Medal (2013)

For the record, Axelrod ran his first marathon, the New York City Marathon (2009), in 4 hours and 30 minutes. A very solid time for a 46-year old, first time marathoner.

Jim just needs to relax though about people asking him about his time. It's part of the running and marathon game, even more so to non-marathoners.

Also, when you've run a really good or fast marathon you want people to ask.

It's always better to be asked than to blurt out or boast how fast you completed 26.2 miles.

He will likely find out that if he continues to run marathons that people will stop asking him about them all together.

Next time you see Mr. Axelrod ask him what time he ran his last marathon in!

So what are your thoughts on Marathon Monday etiquette?

Run It Fast - The Club (JOIN TODAY)

**This post was written by:**

admin - who has written 771 posts on Run It Fast.

**Joshua Holmes** has completed 95 marathons and ultramarathons including **The Last Annual Vol State 500K** three times and eleven 100 milers. He still enjoys running local 5K's when he is close to home. His favorite races to date are the Vol State 500K, Savage Gulf Trail Marathon, Strolling Jim 40 Miler, RUTS, and the Flying Monkey Marathon. Follow @bayou

Contact the author

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### 2 Responses to "What to Say on Marathon Monday? Well, Anything!"



**Josh Watson** says:

October 21, 2010 at 9:17 am

I have never ran a marathon, but I was a competitive powerlifter who grew tired of the often asked "How much do you bench?" At first I told people. Then my answer simply became Not Enough! So if I do run a marathon and I get asked that question I will more than likely respond Not Fast Enough!

Reply



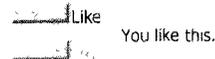
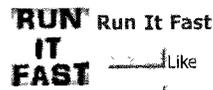
**Beth** says:

October 21, 2010 at 3:16 pm

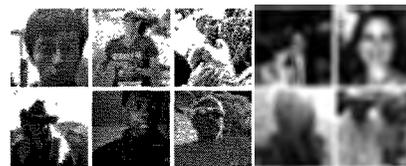
haha. I have heard this so many times. More than ever after completing my first 100 mile race. For the most part, I have learned how to answer this without really caring whether or not the person really is thinking about my time or what they are asking. It's all fun because for the most part, I don't take myself seriously anyway.

Reply

### Big Cottonwood Marathon & Half Marathon Medal (2013)



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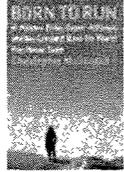
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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Boston Athletic Association,	)	
	)	
Opposer,	)	Opposition No.: 91202562
	)	Application No.: 85/224698
v.	)	Mark: MARATHON MONDAY
	)	Class: 25
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### WOMEN'S ADIDAS BOSTON MARATHON SUPERNOVA LS TEE

\$45.00 \$31.00

★★★★★ 4.7/5 [32 reviews](#) | [Write a review](#)

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### Product Information

Made for a comfortable fit from Hopkinton to Copley Square, the women's adidas Boston Marathon Supernova Long Sleeve Tee shirt is ready to run with you in Boston. Made with climacool® ventilation, the t-shirt features a FORMOTION® design.

- Ventilated climacool® keeps you cool and dry
- FORMOTION® follows the natural movement of sport for a better fit and greater comfort in motion
- Shaped crewneck collar with thin contrast piping and small teardrop hole in back
- Raglan sleeves for freedom of movement; Flatlock seams reduce chafing and skin irritation; Contrast inside hem
- 2013 Boston Marathon graphic on left chest; miCoach® compatible; Contrast and reflective details
- 95% polyester / 5% elastane 1x1 rib
- Imported



| rx# d | #dor#hh



Boston Marathon adizero Split Shorts

\$60.00



Springblade Shoes

\$180.00



Energy Boost Shoes

\$150.00

### Technology

#### Summary of Customer Ratings & Reviews

★★★★★ 4.7/5

30 out of 32 (94%) customers would recommend this product.

#### FIT-TO-SIZE



#### LENGTH



#### QUALITY



Filter reviews by

STAR RATING

FIT-TO-SIZE

LENGTH

QUALITY

### Product Reviews

Sort reviews by 

#### ★★★★★ My Boston Memory Shirt!

My sister and I were at the 2103 Boston marathon (she ran FAST!). She and I both bought this shirt at the expo and loved it so much. It turned out to be the perfect shirt (fit,style,etc.) so I ended up getting one for my other family member ladies who could not be there...and guess what? They love it too!



Sisters post race

May 16, 2013

**Leesy**, Aspiring runner and proud Boston sister from Bend, OR, USA  
Age 35-44  
I am female  
I am Frequent Runner (3-5 times/week)  
I run 5-8 miles per session  
I would recommend this to a friend

1 of 1 found this review helpful.

Was this review helpful?

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#### ★★★★★ Remarkable fabric

Love the comfort and fit of Adidas running shoes, now I love the Supernova tee. In the past, I refrained from purchasing the women's tees because of color combinations but the Boston Marathon version in black is cool. The fabric is thin, surprisingly warm and slimming. I run at a breezy time of day so the long sleeves cover, fabric is warm enough at start of run and the tech aspect keeps me dry the whole time. Medium fits slightly loose for 5'3" / 128lbs, but I like it that way. It's my new favorite top, I'm thinking about getting the white one. Boston STRONG! Always.



May 30, 2013

**bballjogger**, Multi sporter from Santa Monica, CA, USA  
Age 45-54  
I am female  
I am Frequent Runner (3-5 times/week)  
I run 1-4 miles per session  
I would recommend this to a friend

1 of 1 found this review helpful.

Was this review helpful?

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#### ★★★★★ Amazing shirt!! A must buy!

I bought this shirt for two reasons, to support Boston, and because its awesome looking. It fits perfectly. I usually wear a 4/6/8 or medium but I am 5 months pregnant and wanted to wear this to run the Nike women's half marathon so I got the large. It is

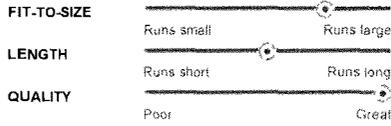
May 2, 2013

**Lexilulu76**, Runner, trend setter, mom, fitness enthusiast from Baltimore, MD, USA

perfect ! Not clingy, thin but warm! Makes me look so good I want to wear it to work! It's my new favourite shirt. The neckline is so flattering!

Love it, will probably get another in another color!

Thanks Adidas!!



Age 35-44  
I am female  
I am Frequent Runner (3-5 times/week)  
I run 1-4 miles per session  
I would recommend this to a friend

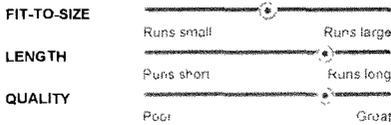
1 of 1 found this review helpful

Was this review helpful?

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### ★★★★★ Supernova T

I love this shirt. It is a little long on me - got a S (I'm 5'3" 110), but I love it. It's light and thin but that's what I expected and exactly what I wanted. Perfect for after runs in the summer or hanging out shirt. I love the way it hangs on me. I got the white one.



April 19, 2013

[i2](#), Marathoner 5'3" 110 from Aiken, SC  
Age 35-44  
I am female  
I am Avid Runner (6+ times/week)  
I run 5-8 miles per session  
I would recommend this to a friend

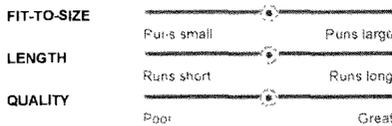
2 of 2 found this review helpful.

Was this review helpful?

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### ★★★★★ LS Tee review

I bought this T-shirt in purple at my local Winners and HAD to go back to buy it in white. What a great shirt to run in, as no sweat gathers anywhere on it because it's so great at wicking it away. I thought at first the material would pile or pull/snag but not so far and even if it did a little, I don't think it would be it's short-comings. I was more concerned if it would rise or roll above my hips as I find most shirts ride up. This one did not ride up at all. It falls nicely over the bum and stays there. Very happy with this style indeed!



September 7, 2013

[runner for years](#), recreational runner, k-bell lifter  
Age 35-44  
I am female  
I am Recreational Runner (1-2 times/week)  
I run 5-8 miles per session  
I would recommend this to a friend

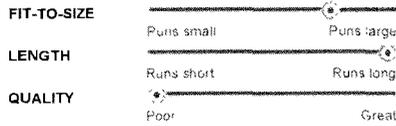
Was this review helpful?

POST COMMENT



**long and thin**

Sleeves and torso run very long. Material is very thin- not what you would expect for a long sleeve shirt meant for cooler weather. Neckline is low- don't expect this shirt to keep your neck warm on a windy day. Brr!



March 23, 2013

**Comeback Kid**, Marathoner, triathlete from southeastern PA  
Age over 55  
I am female  
I am Frequent Runner (3-5 times/week)  
I run more than 8 miles per session  
I would not recommend this to a friend

1 of 1 found this review helpful.

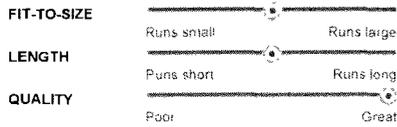
Was this review helpful?

POST COMMENT



**great running shirt**

it's cute, great fit, light weight, love the opening for the thumb so it pulls down over the wrist, very happy with this purchase!



February 23, 2013

**ConchitaR**, female marathoner from California  
Age 45-54  
I am female  
I am Frequent Runner (3-5 times/week)  
I run more than 8 miles per session  
I would recommend this to a friend

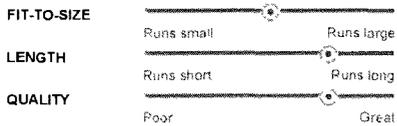
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This customer did not provide any additional comments



March 6, 2013

**zsanchez003** from Tysons Corner, VA, USA  
Age 35-44  
I am female  
I am Recreational Runner (1-2 times/week)  
I run 1-4 miles per session  
I would recommend this to a friend

1 of 1 found this review helpful

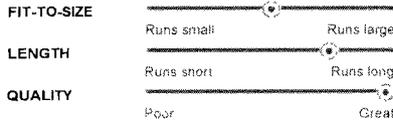
Was this review helpful?

POST COMMENT

**★★★★★ Inspiring!**

May 17, 2013

I bought this as I prepared to qualify for the 2014 Boston marathon.. before the tragedy of 4/15/13. I qualified on 4/28/13, and I wear this shirt as a show of solidarity with those whose lives were lost or altered by the events. I love its lightweight feel but immediate warmth when I put it on. It is the perfect shirt for cool days when a jacket is too much, or for just hanging around the house. I LOVE it, and I can't wait until 4/21/14!



**Schaefer**, avid runner  
 from Ashland, OH 44805, USA  
 Age 35-44  
 I am female  
 I am Avid Runner (6+ times/week)  
 I run 5-8 miles per session  
 I would recommend this to a friend

0 of 1 found this review helpful

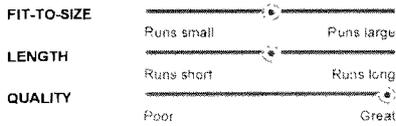
Was this review helpful?



POST COMMENT

★★★★★ **To Honor & Love**

Soft with moveability, comfortable yet form fitting, breathable yet warm! I wanted to buy this at the expo but have loads of tech shirts and thought better of it. After what happened 4/15/2013 (yes, I finished) it seemed more than just okay to buy this - I wear it to Honor all those who helped & got hurt that terrific then horrific day. I love this tech shirt for so many reasons. Bought it in white & Black.



May 18, 2013

**trailrunsoon**, dedicated to all I take on  
 from Washington, DC, USA  
 Age 45-54  
 I am female  
 I am Avid Runner (6+ times/week)  
 I run 5-8 miles per session  
 I would recommend this to a friend

Was this review helpful?



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	)	
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v.	)	Mark: MARATHON MONDAY
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Reviews

### adidas Boston Marathon 2013 Official Race Jacket - Men's

BOSTRONG

City Sports will donate 26.2% of sales from Boston Marathon Gear to [One Fund Boston](#) to help raise money for those families affected by the bombings at the 2013 Boston Marathon.

Taking on the 26.2 in Boston means training all year, and the men's adidas Official Boston Marathon Jacket is made with climaproof® weather protection for the wet days. The running jacket features a full zip with a stand-up collar, a mesh lining and elastic cuffs.

- climaproof® keeps you dry and comfortable in wet conditions
- Front zip pockets with concealed zips; Inside pocket on right side
- Full zip with stand-up collar; Full mesh lining
- Elastic cuffs help keep weather out; Vented back
- Official Boston Marathon badge on left chest and upper back; Embroidered "BAA 26.2" on back of collar
- 100% polyester plain weave

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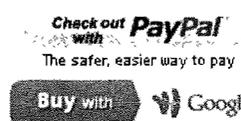
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