



RUNNER'S WORLD MAGAZINE BRINGS RUNNER'S WORLD CHALLENGE TO 15TH ANNUAL CHICAGO HALF MARATHON & 5K

**Train and Run with *Runner's World* Editors,
Enjoy VIP Race Experience as Part of *Runner's World* Challenge**

(CHICAGO) – The **15th Annual Chicago Half Marathon & 5K** have been chosen by *Runner's World* Magazine to be a *Runner's World* Challenge race. Challenge participants will virtually train with *Runner's World* editors leading up to race weekend, and then on race weekend have the opportunity to enjoying a VIP race experience with the magazine editors.

"We're excited to bring the *Runner's World* Challenge to one of Chicago's largest and longest-running races, the **15th Annual Chicago Half Marathon**," *Runner's World* Editor-in-Chief David Willey said. "The staff at *Runner's World* is looking forward to sharing the expert training plans, training tools and community experience that the *Runner's World* Challenge has become known for. We look forward to connecting with our readers at this great event."

"The *Runner's World* Challenge is the perfect program for runners training for the [15th Annual Chicago Half Marathon & 5K](#)," says Greg Laird, founding partner and CEO of US Road Sports & Entertainment Group. "*Runner's World* magazine is the definitive resource for runners and the fitness community throughout the country and we are proud to have them as the exclusive running magazine sponsor of the race, which will align two great brands together, *Runner's World* and the Chicago Half Marathon."

Challenge participants will have exclusive access to a Challenge-only website where they can ask questions that will be answered by *Runner's World* editors. They can also share their best tips on nutrition, injury prevention, health issues and other essential training topics as they get ready to run in Chicago with other participants.

The 10-week training program for the Chicago Half Marathon begins July 4. To sign up for the *Runner's World* Challenge for the Chicago Half Marathon, go to www.chicagohalfmarathon.com and click on the "*Runner's World* Challenge" button or go to www.runnersworld.com/challenge and click on the Chicago Half Marathon.

Runner's World Challenge participants at the Chicago Half Marathon will receive:

- ❑ A training plan designed by *Runner's World's* Chief Running Officer Bart Yasso with weekly e-mails explaining the workouts for the week ahead.
- ❑ A technical t-shirt with the *Runner's World* Challenge logo in addition to the marathon shirt.
- ❑ Access to the exclusive members-only *Runner's World* Challenge website, where participants can connect with other runners and get training, nutrition and injury prevention questions answered by *Runner's World* experts.
- ❑ VIP treatment on race weekend:
 - Shakeout run with the *Runner's World* editors.
 - Course strategy session with the *Runner's World* experts and editors.
 - Private race packet pickup and bag check.
 - Exclusive pre-race reception at the start with drinks and no line bathrooms.
 - Exclusive post-race celebration at the finish with free massage, private bag pickup, bathrooms, nutritious buffet designed by *Runner's World* nutrition experts to aid recovery.

Runner's World will also have a booth at the [15th Annual Chicago Half Marathon & 5K](#) Expo with information and giveaways.

Chicago's hometown race, the [15th Annual Chicago Half Marathon & 5K](#) takes place on Sunday, September 11, 2011 at Jackson Park, once the site of the 1893 World Columbian Exposition. The 13.1 mile course will showcase the beautiful lakefront, views of the Chicago skyline and give runners the chance to run on Chicago's famous Lake Shore Drive. The Chicago Half Marathon has sold-out the past four years, with 20,000 registrants in 2010. It is the fifth largest half-marathon in the U.S., and overall, the 21st largest running event in America. For more information, please visit www.chicagohalfmarathon.com

US Road Sports & Entertainment Group

US Road Sports & Entertainment Group is a health and wellness company dedicated to the production of world-class endurance events. The mission of US Road Sports is to offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city's culture, identity and brand. For each participant, US Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. US Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.

About *Runner's World*

Recognized as the worldwide authority on running information, the mission of Rodale's *Runner's World* is to inform, advise and motivate runners of all ages and abilities. Named to Adweek's 2010 Hot List, *Runner's World* aims to help runners achieve their personal health, fitness and performance goals while inspiring them with vivid, memorable storytelling. *Runner's World* offers the award-winning *Runner's World* Challenge, allowing readers to interact with editors while training for races and run races with the magazine's staff. *Runner's World* publishes 14 international editions: Australia/New Zealand, Brazil, France, Germany, Italy, Mexico, Netherlands/Belgium, Philippines, Poland, South Africa, Spain, Sweden and United Kingdom. For up-to-date running news, visit www.runnersworld.com, and get instant updates on twitter (@runnersworld) and Facebook (www.facebook.com/RunnersWorldMagazine/). *Runner's World* is also available as a mobile app on the iPhone and iPad.

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