



# EUGENE RUNNING COMPANY NEWS

Spring 2007

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

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## EUGENE RUNNING COMPANY

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Eugene, OR 97401-5611

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### HOURS

Mon-Sat 10 am - 7 pm  
Sunday 11 am - 5 pm

### How about an email newsletter?

If you enjoy our paper newsletter, please provide your email to receive our new online version.

Eugene Running Company is trying to get our clients who receive our paper newsletter and announcements to allow us to have their email addresses so they may receive our newsletter and announcements online.

It is Eugene Running Company's policy to go green by saving paper.

Please submit your email at the store, email us at [info@eugenerunningcompany.com](mailto:info@eugenerunningcompany.com) or at our website at [www.eugenerunningcompany.com](http://www.eugenerunningcompany.com).

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### Tell a friend... running works!

## Pre Classic organizer visits May 28

Tom Jordan speaks at the Eugene Running Company on Monday, May 28, at 7pm. He'll speak about the exciting Prefontaine Classic held on June 10. Raffle prizes courtesy of Nike and the Eugene Running Company.

For more than three decades, Tom Jordan has carried the torch for the late, great Steve Prefontaine. Tom authored the book *Pre: The Story of America's Greatest Running Legend, Steve Prefontaine*. He also served as consultant on the 1998 Warner Brothers movie "Without Limits."

For 33 years, Tom Jordan has produced the Prefontaine Classic. It is the premiere

track and field meet in the United States and the only stop in North America for the prestigious World Athletics Tour. The IAAF ranks it first among all meets held annually outside of Europe. Tom is responsible for bringing the greatest athletes in the world to our community each year.

This year, the greatest long-distance runner in the world, Ethiopian Kenenisa Bekele, will be running on Hayward Field. Bekele is the current world record holder for 5000m and 10,000m and is considered by many experts to be the most dominant distance runner of all time.

## The Eugene Challenge Mile set for June 9

The third annual Eugene Challenge Mile promises to be an exciting event. We hope you can join us on Saturday, June 9, at 7pm.

Once again we'll be celebrating the running heritage of Eugene on the evening before the Prefontaine Track Classic. There is prize money for the top finishers, including a bonus for becoming our first four-minute miler, age group awards and generous random prizes for everyone, including Nike shoes, watches and sunglasses.



There will be guest appearances by World Class athletes and a post-race party with DJ in the courtyard at beautiful Oakway Center.

In last year's Eugene Challenge Mile, 58 runners broke the magical 5-minute mile barrier – the most ever in a single race in the United States.

This year, the first 400 entrants will receive a commemorative brushed aluminum travel-style coffee mug featuring the race logo. Register at the store or online at [www.eclecticedgeracing.com](http://www.eclecticedgeracing.com).

## Baby Boot Camp® opens new group in Eugene

Baby Boot Camp is pleased to welcome its latest bundle of joy – Baby Boot Camp Eugene!

Available in more than 150 cities nationwide, Baby Boot Camp offers a unique 55-minute workout designed specifically to help new moms get back into shape after having a baby. The format combines strength-training exercises with

cardiovascular drills. This boot camp-style formula increases strength and tones muscles while boosting energy levels and increasing cardiovascular endurance. Most classes are held outdoors, and moms bring their babies in strollers or joggers as an integral part of the workout. Being able to

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