

COLLEGIATE RUNNING ASSOCIATION

A "THANK YOU" TO OUR FOUNDING MEMBERS

The Collegiate Running Association is grateful for the support of our generous founding members. These individuals have helped get us off the ground and running.

The non-profit Collegiate Running Association continues to seek out contributions from those that believe in our mission. With your help, we can provide and expand opportunities for college students that enjoy running.

If you are interested in making a donation, please e-mail us at info@collegiaterunning.org or visit our booth at the Ukrop's Monument Avenue 10k expo.

GOLD LEVEL

Matthew Hannay

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Andrew Benford

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COLLEGIATE
RUNNING
ASSOCIATION

10k Road Race National Championships
March 29, 2014
Richmond, Virginia

WELCOME AND VISION

The Collegiate Running Association is a non-profit organization that aims to promote healthy lifestyles among college students by providing and expanding opportunities in the sport of running.

- Our only eligibility requirement: be enrolled in at least one college course at any level

Our vision is to offer national championship events in road racing, mountain running, and trail running that will be open to all college students enrolled in at least one class. These national championship events will be held within pre-existing races in various parts of the country that can attract and handle large numbers of college students.

In order to make our national championships worthwhile for as broad a group as possible, we will:

- Partner with well-established races that offer a top notch experience
- Pick destinations accessible to large student populations
- Offer prize money specifically for college students
- Encourage elites, running clubs, and first-time runners to participate

We created the Collegiate Running Association for two main reasons: To fill voids in the current collegiate system and to expand upon current offerings. **Did you know that:**

- 95% of high school cross country runners do not continue to the NCAA level
- There are roughly 450 NCAA programs that do not sponsor year-round running programs (XC, Indoor and Outdoor Track & Field)
- Part-time students, those that have exhausted NCAA eligibility, and those that do not or cannot compete at the NCAA level lack college-specific racing opportunities

In order to expand upon current offerings, we will be:

- Providing national championships in road racing, mountain running, and trail running. These are three growing disciplines of the sport that are not currently offered at the collegiate level
- Allow all college students, regardless of division or level, to compete against each other in the same race

We sincerely believe that the Collegiate Running Association offers something for all college runners. It is a broad based idea that is unlike anything currently offered in the sport of running. We aren't looking specifically for top varsity athletes or club athletes or social runners. We are looking for all college runners of all levels. We want college students to embrace road racing, mountain running, and trail running. We want the 95% of high school runners that do not compete in the NCAA to stay in the sport and excel. We want those that participate in our national championship events to return home with experiences that last.

We look forward to the journey and could not be more excited to have our first national championship in Richmond as part of the Ukrop's Monument Avenue 10k presented by Martin's!

Steve Taylor & Jon Molz
Co-Founders
Collegiate Running Association



The Collegiate Running Association's first national championship event is being held as part of the Ukrop's Monument Avenue 10k. Over 3,500 college students are registered to compete, including over 1,000 members of the Collegiate Running Association. Chasing the \$10,000 prize purse to be awarded to the top ten overall college finishers in the men's and women's race are highly decorated runners from across the country. See the race preview inside!

HOW CAN YOU BECOME A MORE SUCCESSFUL STUDENT AND RUNNER... WITHOUT STRESSING ABOUT IT?

2012 Olympic Trials qualifier and current PhD student Tyler McCandless shares his insights on balancing life as a student and professional runner on page 3... watch him race at the Collegiate Running Association 10k Road Race Championships on Saturday!



**FOUNDING MEMBERS:
THANK YOU!!!**

The support of generous founding members has helped the Collegiate Running Association get off the ground. If you would like to support the Collegiate Running Association, e-mail us at info@collegiaterunning.org. Our founding members can be seen on the back cover. Our first founding member, Michael Pauley, is pictured above with Steve Taylor.

COLLEGIATE RUNNING ASSOCIATION

10k ROAD RACE NATIONAL CHAMPIONSHIPS PREVIEW

RACE OVERVIEW

The Collegiate Running Association is set to welcome over 1,000 members to its inaugural 10k road race national championships in Richmond, VA this weekend. In total, the race, which is being held within the Ukrop's Monument Avenue 10k presented by Martin's, has attracted over 3,400 entrants that are taking at least one college class.

With a strong reputation as one of the best road races in the country, the Ukrop's Monument Avenue 10k is a perfect match for the Collegiate Running Association. Located in close proximity to many colleges and universities, the third-largest 10k in the country has repeatedly shown over the last decade that it can accommodate large numbers by utilizing wave starts based on predicted finishing times. The flat and fast course, enthusiastic crowds, and post-race party in the park continually attract new runners; in fact over 1,450 of the registered college students indicated that this will be their first 10k race!

The entry list for the 10k championship boasts a handful of current and former NCAA All-Americans, representatives from numerous college running clubs throughout Virginia and neighboring states, and first-time 10k runners.

"We formed the Collegiate Running Association in order to create new opportunities for all college students that enjoy running," said Collegiate Running Association President Steve Taylor. "Our vision included elite runners, club runners, and social runners all converging at the same events, and already that vision is becoming a reality at the Ukrop's Monument Avenue 10k."

ELITE PREVIEW

Expect to see new faces at the front of the Ukrop's Monument Avenue 10k presented by Martin's this year. As the first-ever road race with prize money reserved specifically for the top college finishers, this year's edition has brought in a slew of highly decorated college runners from across the country. There will be a \$10,000 prize purse awarded to the top 10 overall male and female college finishers.

Leading male entrants include:

Cole Atkins (Zap Fitness, Blowing Rock NC) - Attended college at High Point University and continues to take classes in North Carolina while running professionally.

Andrew Benford (Rogue Athletic Club, Austin TX) - Former All-American for the University of Richmond and multiple-time team USA member.

Paul Chelimo (UNC-Greensboro, NC) - Two-time runner-up at the NCAA Championships in the 5,000m.

Tyler McCandless (Newton Running Elite, Boulder CO) - 2012 Olympic Trials qualifier in the marathon and former All-American for Penn State University. Completing his PhD in meteorology.

Ty McCormack (Auburn University, AL) - 2013 NCAA XC All-American, recently finished 3rd at the SEC Championships in the 3,000m and 5,000m.

Leading female entrants include:

Esther Erb (Lambertville NJ) - Richmond native was an NCAA D-III National Champion in the 10k in 2008 and Olympic Trials qualifier in 2012 in the marathon. Currently coaching and taking classes at Rider University in NJ.

Ashley Higginson (Saucony, NJ/NY TC) - Made the 2013 World Championships in the 3k Steeplechase for team USA. Former NCAA All-American at Princeton, currently in law school at Rutgers.

Kellyn Johnson Taylor (Northern Arizona Elite, AZ) - Former All-American at Wichita State has made an impact in races from the mile to the 1/2 marathon on the track and on the roads. Taking classes to secure a future in firefighting.

Julie Patterson (Endorphin Fitness, Richmond VA) - School record holder in the 10,000m at Richmond is a professional triathlete currently earning a PhD at VCU.

HOW CAN YOU BECOME A MORE SUCCESSFUL STUDENT AND RUNNER... WITHOUT STRESSING ABOUT IT?



Tips from Tyler McCandless



Time management

Everyone has heard of this phrase, but how many people actually manage their time well? My last semester of college, I ran on average 80 to 100 miles per week, earned NCAA D1 All-American honors in the 10k, submitted a paper for publication in

the Journal of Weather and Forecasting, earned straight A's, wrote my Master's Thesis, and passed the PhD candidacy exams in Meteorology. I'm now living in Boulder, finishing my dissertation through collaborative research at a national lab, running professionally, and volunteering as a high school coach and for a non-profit that empowers children to make healthy lifestyle choices. During my last semester in college nor currently am I stressed about accomplishing tasks and I always get enough sleep so that I wake up without an alarm. When I'm this "busy" I am really "living the dream" and I always make time for friends and fun. So how do I balance being a student/professional and a competitive athlete?

Keep it FUN - Always remember that even though it may be "work," whatever you're doing can still be enjoyable.

Plan your training - I plan my run(s) ahead of time so that I know when/where I'm running, and what friends are going to share the miles with me. I generally check the weather and lay the proper running clothes out ahead of time.

Focus on the present - It is very easy to get caught up in all you have to do. Focus on one item at a time and accomplish it rather than trying to multi-task too much.

Keep the inbox empty - I archive every message that I have either responded to or does not need a reply. I keep the inbox empty by sectioning off periods of the day where I answer every e-mail I can.

Make your downtime productive - Seems counter-intuitive but it's not. Instead of sitting on the couch and watching television, I fly-fish with friends, shoot some pool, read a book, or try a new recipe. This past weekend I drove two hours into the Rocky Mountains just to explore a new place.

Live with passion - Do the best you can in the classroom, at work, and with your running. There is no better feeling than the sense of accomplishment when you know you have put all of your energy into being the best that you can be.

PROMOTING HEALTHY LIFESTYLES

The Collegiate Running Association is proud to receive support from **New Balance Richmond**, a local running store that not only keeps runners healthy by finding the proper shoe, but also by sponsoring local races and events like the **Healthy Kids Running Series**. Visit New Balance Richmond today to learn about spring and fall programs designed to keep kids healthy and active!



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NEW BALANCE RICHMOND was founded in May 2010 by Jeff Strojny and his father John Strojny, a long-time shoe guru that opened his first store in 1978 and first New Balance store in 1998. Jeff was a Track & Field standout and conference champion for the University of Richmond and later went on to earn a degree in Pedorthics from Temple University School of Podiatry.

Whether you are trying to feel better, get in shape or just replace a pair of old shoes, New Balance Richmond is the number one place to find the shoes that are right for you. You can be confident that you are being properly fit for athletic footwear, because the fit specialists at New Balance Richmond have been trained in proper fitting techniques for all foot types and all activities. Apart from their service, they offer the New Balance athletic shoes most often recommended by medical professionals. As a qualified partner in foot health, their shoe experts understand your concerns and have the ability to bring different foot types together with the proper shoes to enhance comfort and performance, all with the utmost level of service.