

## Scotiabank Blue Nose e-mail newsletter : January 19, 2012



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It's the largest show of its kind in Atlantic Canada, and we're going to be there. The OptiMYz Health Expo is taking place this weekend, Jan 21-22 from 10:00 a.m. to 5:00 p.m. at the Exhibition Park in Halifax. It's a perfect opportunity to get all the information and inspiration you need to live a healthy, active lifestyle. [Read on...](#)

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### Ready to Give'r All You've Got?

It's January, it's our first newsletter of the year and we're excited because people are already registering for the 2012 [Scotiabank Blue Nose Marathon](#) – May 18-20. That's just five months away, so the time to start getting ready is right now.

To help motivate you, we asked for advice on how to train over the winter months ahead. We also asked runners Greg and Maura Wieczorek their reasons for participating in the Blue Nose and why it is their favourite marathon.

We hope these stories will encourage you to get off your seat and on your feet. But most of all, we hope they encourage you to participate in the Blue Nose and give'r everything you've got.

### Runner Profile: Greg & Maura Wieczorek

The secret to any successful marriage is teamwork. Just ask Scotiabank Blue Nose Marathon runners Greg and Maura Wieczorek. When Maura goes out for long marathon training, Greg paces her as a warm-up. And when he does his training, Maura meets him along the way with refreshments.

"There's a benefit from having someone to motivate you, whether it is a family member or your partner," says Maura. "We tend to sign up for the same races, so we have the same goals and thus support each other that way."

The two have run in many marathons since they met at a Runner's Choice Marathon clinic in London, ON in 2007. But it's the Blue Nose that holds a special place in their hearts. You might think it's because Greg was the men's winner of the full marathon in 2010 and 2011, or because Maura placed second among women last year. But there's a bit more to it than that.

"I enjoy running through my hometown and neighbourhoods that are familiar," says Maura. "I have friends and family supporting me and calling my name, so it really lifts my spirits."

Greg, who set a record in 2011 by completing the full marathon in two hours 28 minutes and 56 seconds, says he loves how the whole community rallies around the event. "That wasn't the case in London, where I'm from. There, the marathon was mainly known in running circles, but here it's a really big event."

Speaking of which, it was a big event for Greg to finish first in 2010. The victory came just weeks after he and Maura made the move to Halifax, so he barely had time to get used to the terrain. "Maura's grandmother had saved newspaper clippings talking about Dave MacLellan and she was convinced he was going to win, so it was nice to be the underdog."

When they aren't running, Greg works as an accountant, while Maura, a trained physiotherapist, tends to marathon runners through her own business, [Bluenose Physiotherapy](#). Says Maura: "I chose the name because I am an advocate of running, but also because it has that Maritime connection."

Currently, the Wieczoreks are planning to participate in the Blue Nose, but that could change; Greg has his sights set on the upcoming Olympic trials. "The Blue Nose would be a good last endurance boost before tapering off for the trials," says Greg. "That's if I

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qualify.”

With two Blue Nose wins under his belt, and Maura to motivate and encourage him, the odds would seem to be in his favour.

### Tweets Don't Fail Me Now

It's billed as the 'official scoop on the Scotiabank Blue Nose Marathon.' But [@BNMarathon](#), the Twitter feed devoted to all things Blue Nose, is so much more than that, thanks to Lisa Olie, a master of the 140-character medium. She's also sharing training advice from other Twitter accounts, and links to marathon events and experts.

“It could be links to the [Blue Nose Facebook group](#), retweets from [@iRunNation](#) or other fitness-related tweets, tweet responses that say we are 'there in spirit' or retweets from our sponsors to support their endeavours,” says Olie.

“I also search for anything to do with #Halifax #Running periodically to ensure I'm sending out timely information, and any mentions of @BNMarathon go directly to my personal email for monitoring and appropriate response.”

It's the timely aspect of Twitter that particularly appeals to Olie, who took over the account just before the 2011 Blue Nose weekend. And she thinks more participants will embrace it this year for that reason. “Twitter is becoming a tool of choice for runners with mobile devices. We can reach them in seconds with information on anything up to and including race day.”

### Dashing Through the Snow

Bruce Bowen is something of an anomaly. While most of us are content to cocoon during the cold winter months, the manager of the Halifax [Running Room](#) loves getting out for a run. “You get a real sense of accomplishment from going out and battling the elements.”

Given that mindset, Bowen is perfectly suited to offer tips to those who of you who are training for the Scotiabank Blue Nose Marathon this winter. Speaking of suited, Bowen's first suggestion is to dress for the weather. You want a maximum of three layers when you head out, with nothing too bulky.

“Too many layers means heat can't get away from your body, and it tends to trap an excessive amount of perspiration,” says Bowen. Instead, wear technical fabrics because they keep the moisture away while retaining heat to keep you warm. Add an outer shell jacket and you'll effectively prevent chills from cold winds.

Bowen also recommends that you get out regularly to build your aerobic base. The key is to focus on mileage, not speed. “Colder weather, specifically with precipitation, is not a time to push your pace. It's about building your house. A good training program will allow you to build up to it by the time warmer temperatures arrive.”

Poor visibility in mornings and evenings is another reason to keep to a slower pace. “The faster you go, the less reaction time cars have because drivers can't see well in those conditions. You'll also have more control over your footing, which is crucial given the likelihood of icy patches.”

But the best advice Bowen has to offer is to get out there and run, even if it is on the treadmill at the gym. “That's how you maintain your health and fitness, and it will help

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beat the winter blahs.”

Note: The Running Room’s Halifax and Bedford locations are offering in-store training programs this winter. Visit their [website](#) for all the details.

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Admission is just \$10.00 plus tax, but everyone under 16 gets in free, as do GoodLife Fitness members who show their membership card at the door. Visit the [OptiMYz Health Expo website](#) for more information.

### Listen to the Music

It was a night to remember, and now you can relive it any time you like. Our friends at CBC have made the Barra McNeils’ wonderful 2011 Scotiabank Blue Nose Marathon after-party performance available live [on demand](#). Now, you’re always one link away from your own kitchen party, wherever you are. It also makes good training music.

### About The Newsletter

The Scotiabank Blue Nose Marathon newsletter is prepared by Mark Campbell, an independent marketing & communications writer and editor. You can reach him at [mark@wordsworthinc.com](mailto:mark@wordsworthinc.com).

Have a story idea you’d like to see in an upcoming edition of the newsletter? Send it to us at [newsletters@bluenosemarathon.com](mailto:newsletters@bluenosemarathon.com).

~ *Your friends at the Scotiabank Blue Nose Marathon*

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