

SPECIAL PROMOTION



medibank MELBOURNE Marathon FESTIVAL

SUNDAY, OCTOBER 15, 2017

Early bird entries close FRIDAY, JUNE 30melbournemarathon.com.au

FIT AND FAB AT

Marvellous marathon's mighty milestone

THE party atmosphere at the 2017 Medibank Melbourne Marathon Festival will be bigger than ever as the event celebrates its 40th birthday on Sunday, October 15.

Entrenched as a significant event on the Melbourne sporting calendar, the festival has become part of the "city's DNA", Australian marathon legend Steve Moneghetti said.

"It seems to capture Melbourne," Moneghetti said.

"We're the world's most liveable city, the sporting capital of Australia — it's part of a city's DNA to have a big marathon. Because we're such a

sporting place, I like to encourage people to not be a city of sporting spectators, but be a city of sports' participants.

"The Medibank Melbourne Marathon Festival gives us a chance to actually get in and participate in a major sporting event," he said.

The inaugural Melbourne Marathon started as a point-to-point run from Frankston to the Melbourne Town Hall and saw more than 2500 registered runners toe the start line.

The event has since added a half marathon, 10km run, 5.7km run and 3km walk to its schedule to enable runners of

all ages and fitness levels to participate.

"One of the biggest reasons people choose to run in the Medibank Melbourne Marathon Festival is the sense of achievement," race director Marcus Gale said.

"They set themselves a goal — whether it's to lose weight, reduce stress, or to keep fit through the winter months."

The flat, fast course is perfect for achieving a personal best and draws runners from across the globe.

All event courses are central to Melbourne, and take participants past some of the city's

most recognisable landmarks, such as Flinders Street Station, the Botanic Gardens, Shrine of Remembrance and Albert Park Lake before the ultimate finish — a lap of Victoria's famous MCG.

"People really relish the opportunity to finish inside the MCG — it's not every day people get to run on the hallowed turf," Gale said.

More than 30,000 runners and their support crews are expected to join the 40-year festivities.

Register now before the discounted early bird entry finishes on June 30.

How far will you go?

Five different distance events open the Medibank Melbourne Marathon Festival to people of all ages and fitness levels

- 42.195km Medibank Melbourne Marathon
- 21.1km half marathon
- 10km run
- ASICS 5.7km run
- ASICS 3km walk

Treat yourself to a new set of kicks for your big run

Everyone who registers in a Medibank Melbourne Marathon Festival event will receive a \$50 voucher to spend at Active Feet. activefeet.com.au



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Memorable race moments

November 5, 1978: At 9.15am, Brian Dixon fires a rifle to signal the start of the first Melbourne Marathon. Elizabeth Hassell and Olympic 10,000m finalist Bill Scott are the inaugural winners.

1979-81: Andrew Lloyd wins three consecutive marathons – he still holds the record.

1982: US great Bill Rodgers rides a tailwind from Frankston to win in 2:11.08 – a time that stood as race record until 2010.

1987: The Spartans (runners who have completed 10 or more Melbourne marathons) are formed, with 88 runners in the first group.

1995: Collingwood captain Tony Shaw aims to break three hours in the marathon, but runs into a tree at the 39km mark and is hospitalised.

2007: The race starts outside the MCG and finishes inside it, and numbers rise. The new 5km and 10km events signal the start of a festival-style era.

2013: Lisa Weightman smashes the race record to win in 2:26.05. Kenyan Dominic Ondoro sets a men's record of 2:10.47. The race's popularity hits an all-time high, with 6813 finishers in the marathon and more than 30,000 across all five events.



Legends going the distance since 1978

RUNNERS who have completed 10 Melbourne Marathons are eligible to join the esteemed Spartans.

Within the celebrated club of endurance athletes is an even more illustrious group of individuals, the Spartan Legends, who were there in 1978 and have finished every Melbourne Marathon within the required cut-off time of seven hours since.

Starting with 88 members, the number of Legends has slowly whittled down.

They are now a group of seven extraordinary runners.

Recognised by their distinctive yellow singlets, the Spartan Legends are Frank Biviano, 73, John Dobson, 66, David Foskey, 71,

Bruce "Digger" Hargreaves, 64, Manny Karageorgiou, 61, Wayne Thompson, 64, and Roger Weinstein, 67.

They have battled many hurdles along the journey, ranging from niggling injuries to more serious problems, such as bowel cancer for Biviano.

Members have also taken on challenges, such as the Kokoda Track and Mount Everest base camp trek for Karageorgiou and over 120 marathons for Hargreaves.

While the Legends' finishing times have slowed, their efforts to dedicate themselves to completing the Melbourne Marathon each year continues to be inspirational.



Be a part of it!

THE Medibank Melbourne Marathon Festival has become an integral part of the city's sporting culture. Here's why you should get in on the action of one of the biggest events in town.

The vibe More than 30,000 eager participants bonded by a shared experience of adrenalin, excitement, anticipation and triumph creates a positive and exuberant atmosphere.

Pick your target It doesn't matter if you're new to running or a seasoned campaigner, you can choose from a number of event distances to meet your challenge.

Set a goal Having an event to train for is one of the best ways to keep your fitness goals on track.

Feel the hallowed turf The Medibank Melbourne Marathon Festival is the only running event where every participant gets to experience the glory of finishing on the MCG, Australia's most iconic sporting arena.

The greater good You can dedicate the blood, sweat and tears you're putting in to a quality cause. The Medibank Melbourne Marathon Festival encourages participants to raise funds and awareness for charity. Partner charities include the Cerebral Palsy Education Centre, JMB Foundation, Australian Red Cross, Heart Foundation and the Cathy Freeman Foundation.

The party It's a 40th, there's lots to celebrate. On that note, you'll get a commemorative 40-year finisher's medal.

For yourself This is something you do for you. It's a bit of you time. It's for your physical health, your mental health and your wellbeing.



Get set for another amazing race

SIGNING up for the Medibank Melbourne Marathon Festival is the first step towards taking part in this popular city event. Once you're in, here are a few handy hints from Medibank to ensure you enjoy a spectacular race.

Nutrition: The right nutrients will help ensure your body is getting the optimum fuel for performance on race day. Stock your pantry with these top foods for a runner's diet: wholegrain cereals, beans and legumes, omega-3 fatty acid-rich foods, such as salmon, lean meat and eggs.

Support crew: Getting plenty of support out on the course from the important people in your life can provide you with the lift you need mid-race. There are plenty of spectator vantage points along the course, so tee up those close to you to come along and cheer you on.

Dress the part: Wearing layers can help make braving the initial cold that bit easier. Ensure your base layer is breathable and moisture-wicking to avoid overheating as you get going. Ensure your running shoes fit well and are worn in, and be sunsmart with sunscreen and high performance sports sunglasses that block out 100 per cent UVA/B and blue light.

For more running tips visit medibank.com.au/livebetter

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