

**For more information, contact:**

Chris Brienza (212-808-1358)

[Chris.Brienza@Rodale.com](mailto:Chris.Brienza@Rodale.com)

Alissa Neil (212-431-4411)

[Alissa@Alissaneilpr.com](mailto:Alissa@Alissaneilpr.com)

**RUNNER'S WORLD ING NEW YORK CITY MARATHON PODCAST**

**PRESENTED BY ASICS**

**NOW AVAILABLE ONLINE**

***Magazine's first-ever podcast features tips and advice for running New York***

***from the Runner's World editorial staff;***

***Free downloads available at RunnersWorld.com and Apple.com beginning today***

**NEW YORK**, October 26, 2005 – *Runner's World* magazine, the worldwide authority on running information, debuts its first-ever podcast this week with the *Runner's World* ING New York City Marathon Podcast presented by Asics, a free download of several MP3 files created for the 35,000-plus runners taking part in the ING NYC Marathon on Sunday, November 6.

The podcast, featuring tips and advice for running New York from the editors of *Runner's World*, is available online beginning today at three addresses:

[www.runnersworld.com/podcast](http://www.runnersworld.com/podcast);

[www.runnersworld.com/events/nycm05/podcast](http://www.runnersworld.com/events/nycm05/podcast); and

[www.apple.com/podcasting/](http://www.apple.com/podcasting/)

The podcast content includes:

- What makes the ING NYC Marathon special (David Willey, VP/Editor-In-Chief)
- Nutrition before and during the race, including fluid replacement needs (Senior Editor Jane Hahn)

- Using the course to your advantage: even effort, not even pace (International Managing Editor Adam Bean)
- Mental tips to stay focused and tough (Bart Yasso, Race and Event Promotion Director)
- Gear advice, including what you need to survive the 3-hour wait on race morning (Gear Editor Warren Greene)
- What mid-pack runners can expect; how to deal with the delay until your start (Features Editor Charlie Butler)
- Everything the first-timer needs to know (Katie Neitz, Associate Editor)
- Recovery and tips on how to be a runner for life (Amby Burfoot, Executive Editor and Boston Marathon winner)

Additional content and expert insight will be added during the week leading up to the ING NYC Marathon, of which *Runner's World* is a proud founding sponsor.

"This is a really exciting step for us," said Willey. "I love the idea of being able to literally speak directly to our readers, in this case the thousands of readers who'll be running New York. It takes service journalism to an entirely different level for us, and I think our audience will really appreciate the advice they'll be able to hear—especially those running a marathon for the first time.

"We plan on expanding our podcasting efforts even further in time, not only for specific races but also for use as ongoing training tools. And we hope to use this technology to add a new dimension to some of our in-depth features and storytelling."

Asics and *Runner's World* will also both have listening stations available at their respective booths during the ING NYC Marathon expo next week at the Jacob Javits Convention Center in New York City. The podcast will also have a nearly two-week spotlight on Apple's iTunes home page beginning today.

#### **About Rodale's *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. *Runner's World* aims to help runners achieve their personal health, fitness, and performance goals, and to inspire them with vivid, memorable storytelling. Currently *Runner's World* publishes eight international editions in 10 countries, plus a special bi-annual teen running publication, *High School Runner*. *Runner's World's* companion Web site, [www.runnersworld.com](http://www.runnersworld.com), is the largest running community on the Internet, featuring interactive, searchable, and targeted content for runners of all ages and abilities.

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