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

**PRESENTED BY ASICS**

**NOW AVAILABLE ONLINE**

***Magazine's popular, now-annual podcast features tips and advice for running  
New York***

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

***Free downloads available at [RunnersWorld.com](http://RunnersWorld.com) beginning today***

**NEW YORK**, October 31, 2006 – *Runner's World* magazine, the worldwide authority on running information, unveils this week its now-annual *Runner's World* Podcast for the ING New York City Marathon Presented by Asics, a free download of several MP3 files created for the 35,000-plus runners taking part in the ING NYC Marathon this Sunday, November 5.

The podcast, featuring tips and advice for running New York from the editors of *Runner's World*, is available online beginning today at [www.runnersworld.com/nyc06](http://www.runnersworld.com/nyc06). Last year's debut podcast for the ING NYC Marathon drew more than 23,000 downloads over a 10-day period.

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)

- An audio tour of the entire ING NYC Marathon course (Toby Tanser, *Runner's World* online contributor)
- 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.

“The great thing about these podcasts is that they allow us to literally speak directly to our readers, in this case the thousands of readers who'll be running New York,” said Willey. “These efforts, which began last year in New York and have extended to the Boston and Chicago Marathons, have been well-received by our audience, and have proven to be a useful, vivid extension of the service journalism we provide in each issue—especially for those running New York for the first time.”

Asics and *Runner's World* will also both have listening stations available at their respective booths during the ING NYC Marathon expo this week (Thursday through Sunday) at the Jacob Javits Convention Center in New York City.

### **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 nine international editions in 11 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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