

JustBeingGirls.com presents



## EVENT OVERVIEW

**JustBeingGirls.com** is presenting **"B" on the Run...TWILIGHT 5K Run/Walk & Party**  
**Vasona County Park** in Los Gatos on Saturday, September 22, 2012 from 4:00 pm to 8:00 pm



The run/walk portion of the event is followed by an **"after race"** party including an awards ceremony, live music by *The Hitmen*, luxury car exhibit, wine tasting provided by several local vineyards, food and beverages.

The event will include an all-star line-up of celebrities, athletes, health and fitness personalities, radio talk show hosts, TV media and a host of top-tier Silicon Valley sponsors.

We anticipate thousands of registered athletes, fitness buffs and fun-lovers to attend. This event is a perfect way to bring everyone together for a fun evening and to raise awareness for the three non-profit organizations we are supporting.

Whether you participate as a sponsor, exhibitor, or form a company **"TEAM"** you'll want to be part of this event.

We are excited and proud to bring **"B" on the Run** to Los Gatos for EVERYONE to ENJOY!

## SUPPORTING NON-PROFITS



JDRF is the leading global organization focused on type 1 diabetes (T1D) research. Driven by passionate, grassroots volunteers connected to children, adolescents, and adults with this disease, JDRF is now the largest charitable supporter of T1D research. The goal of JDRF research is to improve the lives of every person affected by T1D by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D. JDRF collaborates with a wide spectrum of partners who share this goal.

Since its founding in 1970, JDRF has awarded more than \$1.6 billion to diabetes research. Past JDRF efforts have helped to significantly advance the care of people with this disease, and have expanded the critical scientific understanding of T1D. JDRF will not rest until T1D is fully conquered. More than 80 percent of JDRF's expenditures directly support research and research-related education.

For more information, please visit [www.jdrfbayarea.org](http://www.jdrfbayarea.org)



**Girls on the Run (GOTR) of Silicon Valley** is a life-changing, non-profit prevention program that uses the power of running to help girls in 3<sup>rd</sup> to 8<sup>th</sup> grade develop self-respect and value a healthy lifestyle.

**GOTR** curriculum addresses the development of the whole girl...her physical, emotional, mental and social well-being. The program combines training for a 5K mile running event with healthy living education. It also empowers girls with a greater sense of self-awareness, a sense of achievement and a foundation in team building, as well as a commitment to making a positive difference in their communities, all of which help them become strong, contented and self-confident women.

Each year **GOTR** trains 200 coaches from the community who lead programs and serve as confident, physically active role models. Visit [www.gotrsv.org](http://www.gotrsv.org) to learn more!



The **[Los Gatos Athletic Association \(LGAA\)](http://www.lgaa.org)** is a non-profit organization founded in 1973 to support and enrich the academic environments of the Los Gatos High School. From the inception of the LGAA, they have raised over \$3 million for better athletic equipment, programs and facilities at Los Gatos High School through annual fundraisers and summer school academic programs.

## PRESENTED BY



**JustBeingGirls.com** inspires pre-teen girls to live a healthy, well-rounded and happy life. We have created a safe and fun place where girls can explore what other girls their age are doing and thinking. Parents can have comfort in knowing their daughters are learning about *respect, giving back, healthy friendships, enjoying family, focusing on school, and sharing what's going on in their lives with other girls*. Our goal is to provide positive role-models and supportive editorial.

## Event Director, Valerie Foster



**Event Director and co-founder of JustBeingGirls.com**, Valerie has developed and staged numerous events and fundraisers.

As "Special Events Coordinator" for *Runner's World* and *Fit* magazines, Valerie helped stage many local and national fitness events and competitions, including the **International Corporate Cup Relays**. This network televised event featured athletes from Fortune 500 companies worldwide competing in track and field events.

Dedicated to fitness, Valerie produced the **Women's Fitness Celebration, 10K Run/5K Walk** and fitness festival. For five years, the event attracted multi-national corporate sponsors, nationally known celebrities, including Olympic Gold Medalist - Peggy Fleming; *KGO* Radio Host and Fitness Personality - Joanie Greggains; *KPIX TV* Meteorologist - Roberta Gonzales; and *98.1 KISS FM* Radio Host - Renel, supporting the event to raise money for breast cancer.

Congratulations  
Christine Kennedy



Awarded the 2011

Jesse Owens Masters Athlete of the Year  
by USA Track and Field

For outstanding performances this last calendar year:

🏅 2010 St. George, Utah Marathon  
First Place, Age Group - 2:51:40  
(Beat previous age group record by 25 minutes)

🏅 2011 Boston Marathon  
First Place, Age Group - 2:56:17  
(12 minutes ahead of second place in age group)  
(oldest female in Boston history to break 3 hours)

🏅 Won age group in the USA Masters Championships Series  
5K, Syracuse, New York - 18:56  
10K, Anne Arbor, Michigan - 39:30  
15K, Buffalo, New York - 1:00:28 (new age group national record)

🏅 World Masters Athletic Championships, Sacramento  
3 Gold Medals: 5,000 meters - 19:36:56  
Marathon - 3:00:48 (19 minutes ahead of 2nd place age group finisher)  
Team USA overall victor

Well Done !

## Event Associate Director, Christine Kennedy

**Christine Kennedy** is a dominant figure on the national racing scene. She is a third time Boston Marathon Winner in her age division.

In December, Christine was named the 2011 Masters Athlete of the Year by USA Track and Field's Masters Committee. She was recently honored at the Jesse Owens Awards Hall of Fame Induction Ceremony on December 3, 2011.

Christine is co-owner of Athletic Performance in Los Gatos and Willow Glen.



## AWARDS PRESENTER

**Founder and Former President and Publisher, *Runner's World* magazine, Bob Anderson**

Bob Anderson started running in February 1962 and ran his first race in May 1962. Within a year, he ran a 2:08.5 half-mile. At age 17, he started *Runner's World* magazine because he loved running. He published it for 18 years, building the circulation to just under 500,000 before selling it to Rodale Press in 1984.

While publishing *Runner's World*, he wasn't able to run as much as he wanted. Management of his nearly 350 employees took up a lot of time and his magazine was booming. *Runner's World* was instrumental in creating the "running revolution."

After the sale of *Runner's World*, Bob was able to concentrate on his own running. At age 53 he ran the Cal Ten in 59:17 and more recently at age 61 he ran 1:26:26 for the half-marathon.

He has published over 50 books about running and is currently interviewing runners for his UJENA FIT Club "Interviews with 100 Interesting People" feature. Many of these individuals will be spotlighted in his documentary film, "A Long Run."

In August, 2011, Bob started the UJENA FIT Club and added "Best Road Races" in December. He feels both are going to help inspire and inform a lot of people about running and fitness.

In 1984, after the sale of *Runner's World*, Bob started the UJENA Swimwear Company and fashion magazine. As chief photographer for UJENA, he has travelled around the world on his photographic expeditions. He has recorded over one-million images of which 70% are featured on [www.UJENA.com](http://www.UJENA.com)

He is currently working, with his son Michael and wife Catherine, on a full-length documentary movie called "A Long Run." The story follows Bob as he celebrates 50 years of running, by racing 350 miles at a sub 7-minutes per mile pace in 50 races in 2012. While the challenge itself is daunting, racing a 5K and a half-marathon each weekend at an average pace of under 7-minutes per mile will be an amazing accomplishment.

64-year-old Bob Anderson still works full-time as the CEO and chief photographer of the UJENA Swimwear Company he founded in 1984.

*Bob has worked with Valerie Foster, event director of "B" on the Run...Twilight 5K Run/Walk & Party for many years. "I have been impressed by her drive, passion and creativity over the years. I am happy to be part of this project, and I look forward to include this race as one of my 50 races for the year," says Bob Anderson.*



### **Public Relations, *Hope Patricia Daly***

Hope is a Public Relations specialist who believes in the power of public relations, media, and creative partnerships. She owns and operates a full-service boutique agency. Her unparalleled energy, hands on approach, and imaginative thinking is fueled by her innate creativity.

Hope has a proven track record of success creating recognition by delivering top-tier media placements for both established and emerging brands and clients alike.

In addition to her contributions in the world of PR, she is a non-stop contributor to a myriad of philanthropic causes and events, both large and small, and donates countless hours of her creative time and talents.



### **Training & Fitness Advisor, *Charles Ceasar, II***

Charles is an athlete, fitness trainer, and coach – eats, sleeps and breaths all things fitness and health. From impossibly perfected exercise regimes to eating habits to envy, it only makes sense that Charles be the **Fitness and Training Advisor** for **“B” on the Run**.

His philosophy is simple...*You only get out of something, what you put in to it – physically, emotionally and spiritually.*

He is an athlete, training the athlete in us all and the co-founder and master fitness trainer for the Bay Area’s own ve-rac-i-ty fitness™. Charles believes in the “truth,” “precision” and “accuracy” behind fitness - sacrifice, discipline, drive, hard-work, passion, and results.

For over 20 years, Charles has been refining his craft to not only satisfy his own personal fitness and health goals, but to help countless men, women and children achieve their own. [www.veracityfitness.com](http://www.veracityfitness.com)

**Come for the RUN...Stay for the PARTY!**