

# THE Bull Runner

MAY-JUN 2010

RUNNING MAGAZINE

.COM

**FREE**

**RUNNING  
MILESTONES  
ISSUE**

**KARYLLE**

Makes Great Strides  
in Running

**HOT  
SUMMER  
GEAR**

**7 SINS OF  
FIRST TIME  
MARATHONERS**

**HECTOR YUZON  
Conquers L.A.**

**CARBO-LOADING**  
The Right Way

**ITBS: THE SOLUTION**

**MEETING TBR DREAMERS  
AND PACE PARTNERS**



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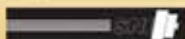




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# RUN CALENDAR

MAY-JUL  
2010

## [RACES]

### MAY

**1: 1st ANNUAL LABOR DAY RUN** Bonifacio Global City, 3/5K  
labordayrun2010@gmail.com

**1-2: LAGUNA de BAY ULTRA MARATHON RELAY 200K**, Fontera Verde, Pasig City, www.lda.gov.ph. Call 284-4796

**2: RUNEW 2010**  
3/5/10/16k Filinvest Corp. City, Alabang. Call 703-1736.

**9: PAU 50K ULTRAMARATHON RUN** Tanay, Rizal. Call Mariane 497-6442

**15: CHASE THE SUN, THE NEUTROGENA RUN** Bonifacio Global City, 3/5/10/15k, www.finishline.ph. Call 703-1736

**15: PSN (PHILIPPINE STAR NGAYON) BIGAY TODO SA PAGTAKBO**, SM Mall of Asia 3/5/10k. www.pilipinostarfunrun.agilitypilipinas.com

**16: MEN'S HEALTH ALL-TERRAIN RACE** Nuvali, Sta. Rosa, Laguna, 6/10/16k run, 10/20k run/bike, www.menshealth.com.ph. Call 451-8888 loc1070

**22: THE BULL RUNNER DREAM MARATHON** 42k, NUVALI, Sta. Rosa Laguna. thebullrunner.com. SOLD OUT.

**23: RUNNEXX 27TH ANNIVERSARY RUN**, U.P. Diliman. Call 920-4206 www.runnex.org

**23: SAN MIG COFFEE BAY DAY RUN DASH FOR HEALTH 2010**, 3/5/10/15k, SM Mall of Asia. Call 795-7777

**23: TAKBO PAA** Pediatrics Alumni Assoc. of St. Lukes Fun Run, McKinley Hill, Taguig City 3/5/10k, run4change.com

**29: K FOR K: THE 2010 KERYGMA FUN RUN**, 100m/1/3/5k, SM Mall of Asia. www.lightfam.com/kfork. Call 725-9999

**29: POWER KIDS RUN** 500M/1.3K, The Venice Piazza, Global City, www.adevents.com.ph. Call 366-9367 / 0917-3928343/ 0918-4674206

**30: THE RUNRIO TRILOGY LEG 2 NATURE VALLEY RUN** 3/5/10/21k, Bonifacio Global City. www.runrio.com. naturevalleyrun2010.com. Call 703-1736

### JUNE

**12: 2010 PHILIPPINE INDEPENDENCE DAY MARATHON**, Bonifacio Global City, 5/10/15/21k. Call Mitch 888-0909, Ces 750-4555, Malou 0922-8481494

**12-13: CHRIS SPORTS EPIC RELAY 250K** Subic Bay, Zambales, visit www.epicrelay.info or chrissports.net

**13: FREEDOM RUN** Greenhills, San Juan City, 3/5/10/21k. Call 897-5008/ 0922-8367992

**19: JCI MANILA ROCK AND RUN** 530pm, Bonifacio Global City 3/5/10K. www.runnr.com.ph. Call 403-1787

**20: PTAARUN: RUN FOR CHILDREN'S FUN 2**. SM Mall of Asia, 3/5/10K, www.ptaa.org.ph. Call 552-0026

**27: ACE HARDWARE DAVIES PAINT ECO-FRIENDLY RUN 2010**, SM Mall of Asia, 3/5/10k. Call 545-7765/ 387-9446

**27: FAMILY FUN RUN** ADMU, Katipunan, QC, 3/5/10k. 0919-6893689

**27: OCAI (Ortigas Center Assoc. Inc.) RUN**, 3/5/10k Ortigas Ctr., Pasig in front of Phil. Exch. Bldg. at 5pm. Register at Mizuno stores

### JULY

**4: 34th NATIONAL MILO MARATHON MANILA ELIMINATIONS**. Call Rudy Biscocho 897-5008/ 0922-8367992

**11: ROBINSON'S FIT & BUDDY RUN 3**, Bonifacio Global City. Call Extripe 438-9021

**25: TAKBO PH ANNIVERSARY FUN RUN** Bonifacio Global City 5/10k, takbo.ph

## [RUN CLINICS]

**TUE/THU, 6-9pm: NIKE RUNNING CLINIC**, Tues at Philsports Complex (ULTRA), Thu at Nike Park Bonifacio High Street, Taguig City, Coach Rio Dela Cruz 703-1736, visit www.runrio.com

**TUE/WED/FRI, 5:30 pm: TEAM BALD RUNNER SPEED TRAINING**, Coach Saturnino Salazar, Philsports Complex (ULTRA), teambaldrunner.wordpress.com

**TUE, 6:00 pm: RUN RHYMES WITH FUN** free run-plyo sessions, Philsports Complex (ULTRA), Alf Pena-Reyes 0918-3026302/ Jody Jacinto 0917-5288767

**MAY 8/16: ROCK & SOUL TRAIL RUNNING CLINIC**, Beth Siojo 0918-9126065 / Melody Delacruz 0917-8957108, www.totalathletenetwork.org/trailrunning

**MAY 15/ JUN / JUL, 6:00 AM: MIZUNO RUN CLINIC**, Coach Patrick Joson, St. James the Great parking lot, Ayala Alabang. Call 757-3160 loc 515 to confirm date.

Schedule may change without prior notice. Please contact race organizer to confirm.

For regular event updates, visit  
[www.thebullrunner.com](http://www.thebullrunner.com)

For FREE event listing in our calendar and website, email complete details to [tbrmag@thebullrunner.com](mailto:tbrmag@thebullrunner.com)



## WAVE ALCHEMY 9

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## HEAVEN SENT

The first time I got my hands on a copy of the Bull Runner Magazine was March 2010 and the issue was Jan-Feb 2010. I perused every page and ended up reading it three times from cover to cover in just one day! The fact that the said issue was devoted to running newbies made it absolutely heaven sent! I had learned by heart "The 6 Weeks to Your First 5K" article by Coach Ani de Leon and still follow it up to now.

I was so glad to have found a recent copy (March-April 2010) of your magazine at Runnr BHS just a few weeks after. The article about Yong and Donna Larrazabal was so fun to read as I have also been coaxing my wife to run. Luckily, she has started to love running too. She is now my constant running partner and we love to explore different jogging trails and running areas together. We also like to check out different running gadgets, accessories and outfits especially those that we see in the ads of your magazine. It's absolutely no coincidence that we have matching running shoes!

The Bull Runner, thank you for sharing with us your passion for running. Keep up the good work! Because of your magazine, we will continue to be motivated and inspired to run miles!

- Lemuel A. Mira

## THIS IS IT!

What does the Bull Runner Magazine mean to me?

Bull Runner Magazine you're just too good to be true, can't take my eyes off you. Kudos to you Bull Runner Magazine because you brighten our day, you're showing us our direction. You're coming to us and giving us inspiration. How could I ask for more from you my dear? Maybe just a smile in your heart. Runners are winners and Bull Runner Magazine has made us champions. And we'll keep on running till the end. We are the champions, we are the champions. No time for losers 'cause we are the champions of the world. And I think to myself what a wonderful world it is to have the best things in life for free. Our heartfelt thanks to you Bull Runner Magazine for helping us build this dream together, standing strong forever nothing's gonna stop us now. This is it!

- Armie Marie Bausas

## JUST WHAT A NEWBIE NEEDS

As I join more runs, TBR became more visible in events, with magazines and tarpaulins galore to brighten up the venue. During the Amazing Kidney Race in UP, it dawned upon me while running that TBR is actually a chronicle of running events. Its our companion after the race, while still dripping with sweat, we browse through TBR to cool down. When I joined a fun run organized by first-timers, I was not expecting to find TBR magazines there, but lo and behold, Secondwind has brought TBR to the event! There I've read about Yong and Donna Larrazabal's marathon experience which is very timely as we are planning to join our first marathon. TBR then became not just a chronicle of events, but a beacon for runners to keep up and set higher goals.

- Sassy Girl

*Congratulations, Lemuel! You won one pair of Nike Lunar Elite+ for your letter.*

**WRITE US!**

Send an email to [tbrmag@thebullrunner.com](mailto:tbrmag@thebullrunner.com) or write about us on your blog. The next issue's published commenter will win one pair of **Nike Lunar Elite+!** *(Shoe may vary from photo)*





ISSUE 6

MAY-JUNE 2010

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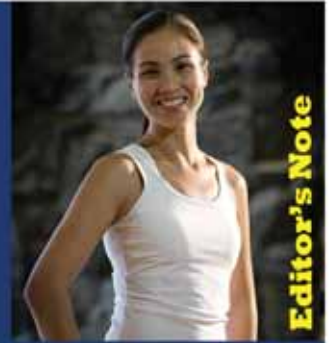
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I vividly recall the first time I ran non-stop for one hour. It was the summer of 2007 and I was with a small group of new running friends. When we hit 60 minutes, it was a cause for celebration and a friend, Annie, screamed with excitement for me in the middle of the road. It was a great achievement, one that built my confidence and ignited my desire to run farther and longer. Needless to say, that was only the first of many unforgettable running milestones in my life.

In this issue, we feature Karylle who started running a little over a year ago. She recently marked a milestone in her running career when she bagged 2nd Place in the 3k category at the Earth Day Run. Karylle shares with us how she found the inspiration to run and how she now serves as an inspiration to others.

We dedicate this issue to The Bull Runner Dream Marathoners who will be running their first or second marathon on May 22, 2010. In here, you'll find articles on common marathon mistakes as well as tips on proper carbo-loading. We also have a new section called Journal where we features the freshest news in running whether it's an event to join or new gear you have to get your hands (or feet) on.

By the way, this issue marks the first issue for the second year of The Bull Runner Magazine. We're over a year old now! Definitely a milestone to be proud of.

Jaymie Pizarro, The Bull Runner

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# Stepping Up

**KARYLLE** ON FINDING INSPIRATION TO RUN AND EMBRACING THE CHALLENGES OF ROAD RACING

WORDS BY MARGA DEONA  
PHOTOGRAPHY BY BEN CHAN

## WHEN PERFORMING ARTIST KARYLLE TATLONGHARI HITS THE ROAD WITH HER RUNNING

shoes, she defies the dainty damsel stereotype she portrays on television. From mild-mannered fairy princess to enchanting songstress, thespian, and dancer, no one would've thought that Karylle had a fiery side to her in real life.

As running grew in popularity, more celebrities seemed to get into it. Whether

it's for endorsement purposes or a sincere desire to get fit, celebrities are always an inevitable sight at any road race. However, Karylle was not one to get into it for show. Running has been a source of stress relief to Karylle for the past couple of years, but it all started because of a friend who inspired women all over the country in 2007 – a good friend of hers who made history and one she greatly looked up to.

"I was inspired by my high school friend Noelle Wenceslao, the first Pinay to summit Mount Everest," she explains. "Her





achievement drove me to get active, and she was the first person to join me running."

That milestone paved a road to Karylle's love affair with running. It was one rainy day in 2008 when Karylle decided to run around the Bonifacio High Street area with Noelle. The two girls ended up running around the second floor of Serendra – crazy, offbeat fun that was a far cry from her prim, dainty, and ultra-feminine celluloid persona.

Eventually, Karylle found herself joining her first road race in the UNICEF run with Noelle – her first 5k race – and since then, she got hooked.

While some take their running seriously as if they have to do the longer distance soonest, Karylle takes it easy, finds fun in doing so, and squeezes it in her tight schedule. She focuses on joining 3ks and 5ks, follows a training program by Coach Rio, and recently, surprised herself with a podium finish in the 3k category in the Earth Day run.

"I placed second in the 3k women's category," she giddily shares. "My coach told me to hit 15 minutes for this race. I felt shocked yet pretty proud of myself for achieving something more than expected." It was another milestone for her beyond her acting and singing accomplishments, and it further fueled her love for the sport.

Her infectious passion for running even got her fans on Twitter joining races. Not only to see her, but to get into a healthy lifestyle like hers. Such a positive influence was an effect of her own personal inspiration a little over a year and a half ago.

Karylle's childlike wonder and excitement for everything new drives her. As it is in her daily performances on air, onscreen, and onstage, her performance on the road is driven by the very same passion she has for the performance arts. After all, running is not that much different from dancing, except that you move to the beat of your own rhythm – primal and powerful.





**JOIN AN EPIC ADVENTURE.** Gather a team of 10 runners and run through some of the most beautiful scenery and historical landmarks of North Luzon together. The Epic Relay is a 250-kilometer, 10-member team run, which kicks off in Subic Bay and takes you through the small communities of Zambales to the hilly terrain of historical Bataan (death march) highway to the breathtaking uphill climb of Mt. Samat and back. It's a non-stop adventure run from morning till night. June 12 & 13, 2010. Registration is ongoing at [www.chrissports.net/](http://www.chrissports.net/)



**GET EXPERT TRAINING.** Sign up for Nike Running Training Clinics led by Coach Rio de la Cruz and his team of coaches on Tuesdays, 6 to 9pm, at the Ultra Track Oval and Thursdays, 6 to 9pm, outside Nike Park, Bonifacio High Street. Registration and usage of venues are free. Training clinics are on-going. For more info, visit [runrio.com](http://runrio.com)



**DONATE A SHOE.** Give your old pair of running shoes a new life by donating them. Drop off your old, reusable pair (minor bonding problems in the soles is acceptable) at MJ46 Center Nike Factory Outlet Center in Sun Valley Subdivision, Bicutan, Paranaque. All donated shoes will go directly to non-profit institutions. For more info, visit [www.mj46center.com/](http://www.mj46center.com/)

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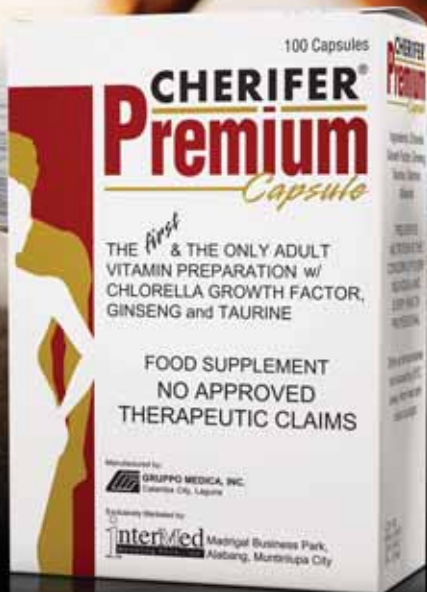
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**Run One-miSOUL Tech** >> This comes with a modular, interchangeable sole system engineered for speed and comfort. It provides stability through a dual density posting for over-pronation concerns and ensure breathability through a unique Flow Cool System located from heel to toe. Available at Secondwind Running Store. P7,495

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## Kinetic Compression Tights >>

Kinetic Compression Tights prevents muscle damage and reduces inflammation after a training session. Perfect for the serious runner who want to minimize recovery time to get back on the road again. Available at Secondwind and Chris Sports select branches. P1,995.



## Mizuno Wave Alchemy 9 >>

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**Brooks Ghost 2 >>** This shoe has an enhanced midfoot wrap for runners who want a secure feel around the arch. It lets you run as fast you wish with an increase in the amount of forefoot cushioning and under-foot support. Available at Runnr, Secondwind and soon Toby's stores. P5,295



**Adidas MiCoach >>** The miCoach Pacer delivers real-time audible coaching as you exercise via headphones or an MP3 player. Its verbal coaching ensures you are running at the right personal level. Available at adidas Sports Performance Concept stores and Runnr. P6,995.

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# Carb Concerns

BY MITCH FELIPE-MENDOZA, M.A., P.T.R.P

**C**arbo-loading is increasing your daily carbohydrate intake three days before an endurance event lasting more than 90 to 120 minutes. Complex carbs like rice, pasta, bread, potatoes, fruits and vegetables are recommended. This strategy, known to increase glycogen stores in your liver and muscles, has been proven to improve one's performance and delay glucose depletion particularly during full marathon races.

Recent carbo-loading effect of race performance studies show that an endurance exerciser or athlete should do the following on the final training week:

- **FIRST THREE DAYS:** load up intake with 50% carbs of total caloric intake
- **FINAL THREE DAYS:** increase carbs intake by up to 70% of his daily calorie needs coupled with enough recovery from run trainings to make it more effective

However, during carbo-loading, you need to avoid high-fat foods, such as butter, deep-fried foods, and ice cream to avoid a significant amount of weight gain. Aside from that, you should avoid eating as much as you can the week and the day before the race. Stick to your usual daily calorie training requirement to avoid stomach pains, excessive bloating, or heaviness during race day. Research shows that it is normal to gain 1 to 3 pounds right before the race due to water weight, but more than that would affect your running economy and even your digestive system.

## CARBO-LOADING GUIDE

Choose these low-fat meals as much as possible to maximize intake of complex carbs.

- 3 slices whole wheat bread or pandesal with turkey/ chicken meat or salmon (or any grilled fish)
- 1.5 cups pasta noodles in tomato-based sauce and shrimps
- 1.5 cups pancit or noodles with soup with veggies and lean pork or chicken
- 1.5 cups rice with sautéed green leafy veggies and grilled or roasted chicken
- 3 medium slice baked potato or kamote with low-fat cheese

*(According to the latest book, Runner's World: The Runner's Body, a typical runner's food with 50 grams of carbohydrates are 3 slices of bread, 3 medium potatoes, 1.5 cups of and 250 ml of yogurt.)*



*Mitch Felipe-Mendoza is a lifestyle and weight management coach, a fitness trainer and passionate runner who has helped a lot of her clients manage weight and improve running performance by combining her background and experience in psychology, exercise, nutrition, and injury prevention. She is also a regular wellness contributor of Philippine Daily Inquirer and a weight loss columnist for Women's Health Philippines.*

THE

7

## Deadly Sins

OF FIRST TIME MARATHONERS

BY JIM LAFFERTY

YOU'VE ALL HEARD OF THE SEVEN DEADLY SINS FROM THE BIBLICAL CONTEXT? SLOTH, GREED, ENVY, ETC.? THE SEVEN DEADLY SINS EXIST IN MANY SHAPES AND FORMS, INCLUDING FOR FIRST TIME MARATHONERS.

After having run 25 marathons, and coached several thousand first timers to the finish line, I can safely say there are very common "Seven Deadly Sins" that many first timers make, and by avoiding these mistakes (I have made them all!) you can ensure you shall reach the finish line in glory on race day, able to make one of the great athletic boasts: "I am a marathoner!"

Without further ado, let's take a quick look at each one:

## DEADLY SIN 1:

**GOING OUT TOO FAST.** You feel good, you are all pumped up. This is easy! So you fly from the gun, you don't take walk breaks, and by Km 25, or earlier, you are dead and can't move. There is an old truism in marathoning, for every 1 minute you go out too fast at the beginning; you lose 3 minutes in the back half. So true. So keep it conservative, take a planned walk break

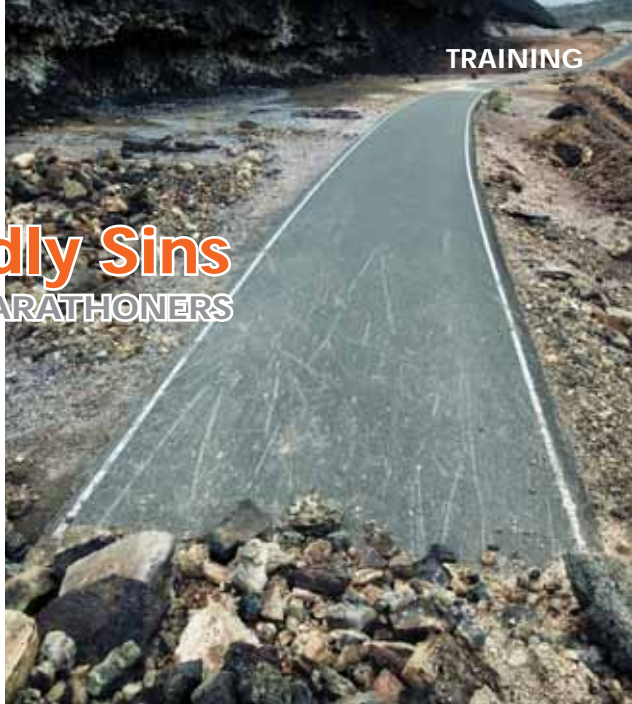
every few minutes, and you will catch many of the "rabbits" you saw at the start line!

## Deadly sin 2:

**EATING NEW FOODS BEFORE RACE DAY.** The rule is, you ALWAYS eat what you normally eat. Day or two before the race is not the time to try new foods! You have no idea how your stomach will handle the new food whilst you are running. Doing this means you may end up making the port-o-lets on the course your best friend! Stick to what you have done during your long runs.

## Deadly Sin 3:

**NOT BEFRIENDING THE VASELINE.** You need to lube up before a marathon. While maybe you had no issues on the 15 or 20 KMs runs, over 42.2 KMs a lot of things happen and nothing is worse than a blister or chafing. Very painful when sweat





## TRAINING

gets in it! Lube up under your arms, between your thighs, at tight areas around sports bra. I even lube my feet and toes up. You cannot go wrong with liberal use of Vaseline or "bodyglide" on race day.

### Deadly sin 4:

**SKIPPING THE LONG RUNS.** I did this for my first marathon 28 years ago. I thought lots of 15 km runs fast would mean I could "jog" 42.2 kms. I hit the half marathon in 1:45 feeling fine. And did the back half in nearly 3 hours! The long run IS THE TRAINING. This is what gets you ready, and there is no substitute, no cross training, NOTHING to replace it. Skip a mid week run if you must, but don't ever miss on the long runs!

### Deadly sin 5:

**WEARING NEW CLOTHING.** NEVER, NEVER, NEVER wear anything new. This goes for not only socks and shoes of course, but shirts and shorts and certainly underwear. Everything you wear on race day must be battle tested in long runs and verified to work well for you. A new pair of underwear or socks can lead to chafing or blisters over time. Lay out your marathon day clothing; know what it is, well in advance. And if you travel for your first race, pack these items in your carry on luggage so you can run no matter what happens to your checked bags!

### Deadly sin 6:

**TRYING TO SQUEEZE SERIOUS TRAINING IN THE LAST WEEK.**

You skipped some important runs. You are worried. So, in the last week, you go out

every day and run hard to "make up" for it. This is a huge mistake. You cannot build fitness in one week. So, by the final week, either you are ready or you are not. This is a time to rest. To try and squeeze in tough runs this last week risks you will get to the start line with dead legs. Don't do it. Do the plan, and rest the last week.

### Deadly sin 7:

**DRINKING ONLY WATER DURING THE RACE.**

When you sweat, you lose not only water, but more importantly electrolytes like potassium and sodium, which are key to muscular and cardiovascular function. When you drink only water, you do NOT replace these vital electrolytes and in fact dilute their concentration in the bloodstream. This leads to cramping, fatigue, and even worse. ALWAYS take in electrolytes along with water;

this can be gels, sports drinks, or other supplements.

Bottom line, if you have done the training, relax and get ready. Avoid these sins and you shall be triumphant at the finish line, and that moment shall be one of the greatest moments of your life! Go get 'em!

"...for every 1 minute you go out too fast at the beginning; you lose 3 minutes in the back half."



*Jim Lafferty has a background in running spanning three decades. He was head coach of track teams in the U.S.A. and Ateneo de Manila Track and Field team and was a co-founder of Ateneo Athletic Union. He also coached multiple US national team members, German and French National level Marathoners. Jim has completed 23 full marathons.*



Introducing the Brooks Ghost 2. With an enhanced midfoot wrap for runners who like a secure feel around the arch, and an increase in the amount of forefoot cushioning and under-foot support, the Ghost helps you run at a supernatural pace.



Exclusively Distributed by:



**Q:** I'VE BEEN TRAINING FOR A HALF MARATHON AND I'VE STARTED FEELING PAIN IN MY KNEE. MY DOCTOR DIAGNOSED IT AS ITBS. WHAT IS THIS AND WHAT CAN I DO TO RECOVER AS SOON AS POSSIBLE?

**A:** Iliotibial Band Syndrome (ITBS ) is when the ITB is very tight. This will cause several types of pain around your knee. Recovery time will depend on how long you have had the contracted iliotibial band.

The fastest way to make this band flexible is through "needling." This is to be done by a very competent individual.

Several sessions of proper massage can also be effective. Once the ITB is stretched enough, it is important to correct the root of the problem. Often times, ITBS is caused by the lack of stretching, improper running technique, or the wrong shoe. It can also be a result of speed exercises and biking.



*Dr. George Canlas is an orthopedic surgeon specializing in sports medicine. He was once a member of the National Track Team.*

## EXPERT ADVICE



# Join the "Nature Trip Experience" Raffle!



- **10 WINNERS OF CORON PALAWAN TRIP**
  - Package for 2 with **FREE** round trip ticket
  - 3 days and two nights
  - Hotel and Trip accommodation
  - Full board meals



- **10 WINNERS OF GET AWAY BAGS**
  - **NORTH FACE** base camp duffel bag

**Draw Date: May 30, 2010, Bonifacio Global City**

## Mechanics:

Join the "Nature Trip Experience" Raffle!  
10 winners trip to Coron, Palawan for two.  
10 winners of The North Face Duffel Bag

1. Buy Nature Valley Granola Boxes with promo stickers to join.
2. Write your name, address, contact numbers and affix your signature inside the box and drop your entries in drop boxes at all race registration areas and at Rustan's Makati, Rustan's Rockwell, Shopwise Alabang, Shopwise Sucat, Shopwise Cubao, Shopwise Udon, Robinsons Ermita and Robinsons Galleria.
3. Deadline for dropping of entries will be on May 28, 2010. Winners will be drawn on May 30, 2010 after the Nature Valley Run 2010 in the presence of a BIFAD representative.
4. a.) Ten (10) winners will be entitled to a round trip ticket for (2) to Coron, Palawan. This includes a 3-day, 2-night hotel accommodation with full board meals and nature trip activities for (2) pax.  
Booking and travel should be completed from June 8, 2010 to October 30, 2010.  
b.) Ten (10) winners of The North Face Duffel Bag.
5. Prizes are non-transferable and non-convertible to cash. Winners will be responsible for any settling any surcharges, extra expenses and taxes not covered by the prize.
6. Winner will be notified through registered mail. Winner can only win once and may claim their prize at 25F Philamille Tower Paseo De Roxas Makati City.
7. The raffle prize will only be awarded to the person whose name appears on the winning entry. Each lucky winner must present an original copy of the registered mail with valid identification such as their SSS, TIN card, driver's license, voter's ID, passport, Senior Citizen card to claim their prize.
8. Winners will be given 30 days upon receipt of registered mail to claim their prize. After the 30-day claiming period, unclaimed prizes will be forfeited in favor of General Mills Foods Inc.
9. Upon acceptance of the prize, winners must abide by the booking conditions and policies of General Mills Foods Inc.
10. Employees of General Mills Foods Inc., Dual Action Blender and Active Brand Inc, their relatives up to 2<sup>nd</sup> degree of consanguinity or affinity are disqualified from participating in the raffle.

The more entries you drop, the more chances of winning. Buy Nature Valley Granola Boxes for a once in a lifetime "Nature Trip Experience"

Per DON BIFAD Permit No. 0523 Series of 2010  
\*Any variant of Nature Valley Granola Boxes is eligible to join.

## Prizes:

1. P1,000 worth of R.O.X. gift cheques
2. Nature Valley Run 2010 - Runrio Leg 2 Race Kit
3. Nature Valley gift pack

**7 winners out of  
111 contestants in Guess Which  
Celebrity Runner Contest**

## Winners:

1. Evelyn Baria
2. Russel Agayan
3. Reginald Santos
4. Rex Cruz
5. Allen Cabrera
6. Evigene Benez
7. Jaya Ladyong





# NATURE VALLEY

## RUN 2010



RUNRIO  
TRILOGY

# 1 RUNNER = 1 TREE

May 30, 2010. Bonifacio Global City.  
3km • 5km • 10km • 21km



**JOIN COACH RIO DE LA CRUZ AND DONNA CRUZ- LARRAZABAL**

### ONE RUNNER = ONE TREE

For every registered runner we will plant one tree. In cooperation with the Department of Environment and Natural Resources (DENR), BayanLung BAYAN Legacy Project we can act and contribute in our own little way to slow the effects of climate change. We can help re-plant hundreds of trees in the Ilog Watershed in Talisay, Cebu. Together, Bulacan with the assistance of the local "Dumagat" community, we can make a difference now.

### GO TO CUBAN, PALAWAN! JOIN THE "NATURE TRIP EXPERIENCE" RAFFLE!

- Ten (10) winners will win a round trip ticket for two (2) to one of the planet's most beautiful nature reserves - Cuban, Palawan!
- We will give you a 3-day, 2-night hotel accommodation at the Cuban Clubhouse Hotel and buffet with full board meals and nature trip activities for two.
- Buy "Nature Valley" boxes with the Nature Trip Experience sticker and drop them off in designated drop boxes in selected supermarkets and registration sites.
- The more "Nature Valley" boxes you drop, the more chances of winning. So hurry! Buy "Nature Valley" Greenix boxes for a chance to win a lifetime "Nature Trip Experience".

### GO BACK TO NATURE

Experience unique things to do that will take you back to nature. Join the "Enjoy Nature Fun Fair" activities and appreciate the beauty of nature thru photo walls and recall how to nurture nature.

### Early Registration Period: April 15 - May 12, 2010

5M TIMEX Shops: North EDSA, South Mall, San Lazaro, Glorietta, Robinson's Galleria (Watch Republic), R.O.X. Bonifacio High Street

### Late Registration: May 13 - May 20, 2010

R.O.X. Bonifacio High Street ONLY

### Online Registration: April 15 - May 12, 2010

[www.runrio.com](http://www.runrio.com)

For questions, contact the secretariat at (02) 753 1736. For further details visit [www.naturevalleyrun2010.com](http://www.naturevalleyrun2010.com)

| Race Category | Regular and Late Registration Fees | Assembly Time | Gun Start |
|---------------|------------------------------------|---------------|-----------|
| 3km           | P400                               | 5:30 am       | 5:50 am   |
| 5km           | P600                               | 5:20 am       | 5:40 am   |
| 10km          | P600                               | 5:00 am       | 5:25 am   |
| 21km          | P750                               | 4:45 am       | 5:10 am   |

- Registration may end earlier than announced deadline (registration kits may run out before May 30)
- Singlets will be given to the first 7000 registrants. There will be no guaranteed size of singlets for late registrants.
- Disposable timing chips will be used by all participants during the race.
- Medals and RunRio shorts will be given to all 21km finishers.
- Nature Valley® lod bags and bars will be given upon finishing the race.

NATURE VALLEY  
RUN 2010

Part of the event will go to:

unicef

Nature Valley / partnership with DENR



In cooperation with:

TIMEX

Century  
YUSA

100  
CUBES

ALAMI

NIKE

ROX

Bonifacio

May 30, 2010  
Bonifacio Global City  
The Nature Valley® Run is officially LED 2  
of the World's Strongest

# ALL THE WAY TO L.A.

K-SWISS SENDS **HECTOR YUZON**  
HALFWAY ACROSS THE GLOBE TO JOIN  
26,000 OTHER RUNNERS CONQUER 26.2  
MILES OF LOS ANGELES BY FOOT.

**T**o have a chance to participate in an international marathon by itself is humbling and exciting. To participate in it for free, including a few days of fun tours in the itinerary, is altogether something else!

Through the kind sponsorship of K-Swiss, I had the chance to participate in the 2010 L.A. Marathon.

First day was Disneyland. When I saw the entrance, my mouth was pulled from ear to ear; I think even the saddest person is no match for the happiest place on earth.

The second day we headed for Sta. Monica Beach to check out the K-Swiss store and the marathon finish. Then, we went to the L.A. Marathon Expo to pick up our packets and swag. It was thick with people, and running gears filled the area, like wall-to-wall carpeting. How I wished that all those products were also available in our shop, Secondwind. Sigh, someday.

On Marathon eve, I had a difficult time sleeping – just like in all the previous marathons I had done. My good friend Neville was right in saying: “No one really sleeps before the marathon.”

That morning, it was so cold; everyone was wearing their old shirts to serve as warmers which they eventually threw away. As I stood among 26,000 marathoners, I was in awe of the sight. 26,000 heads bowed down humbled by the 26.2 miles ahead. This was the first time I felt so small and so insignificant. There were so many people, it took me a whopping 8 mins. before I



crossed the starting line.

The first 14 miles was rolling uphill. The cold weather didn't help at all. For the first time in my years of running, I experienced major muscle cramps – and, of all places, it was in my shoulders! I couldn't get a decent arm swing nor practice good running form. I was so desperate to run down my cramps because this was my attempt to break my PR (4'10 at Condura Marathon 2010).

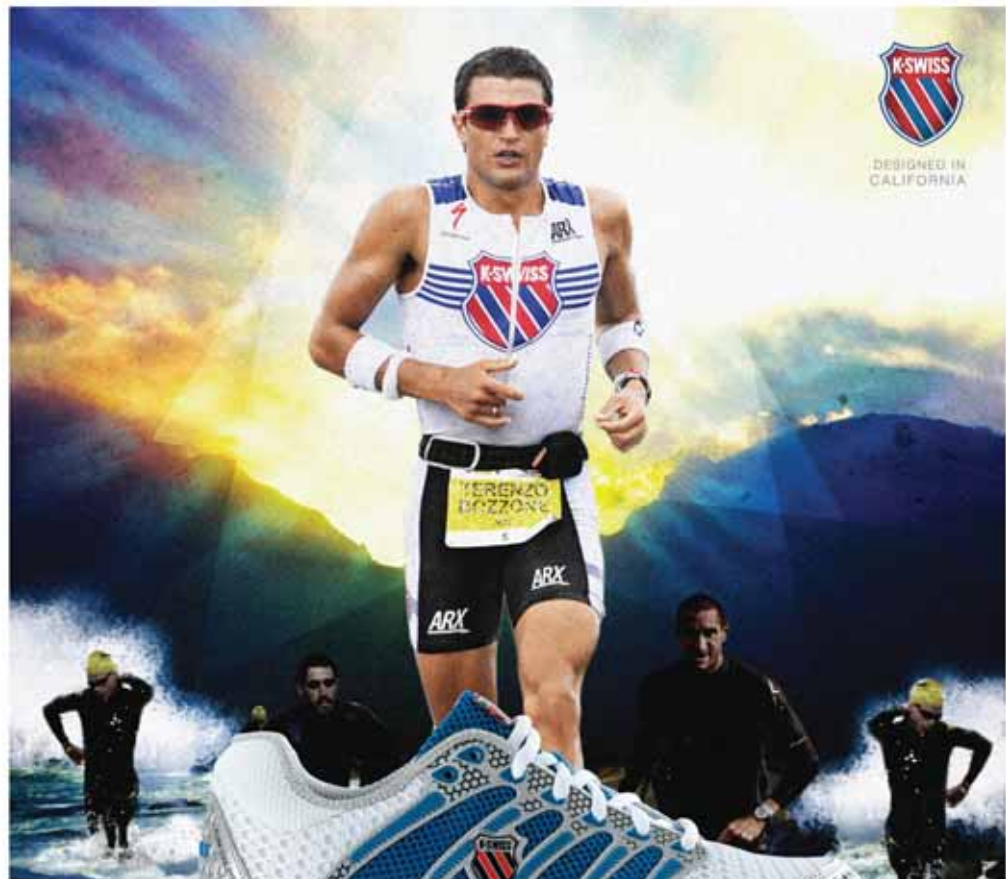
By Mile 13, the halfway point, for some reason, the thick crowd started to disperse. Along with it, my cramps went away as well. I was thankful for two things: 1) I could run straight with some breathing room, and 2) I got a decent arm swing...Finally!

As I glanced at my Garmin for the nth time, and did the math, my average pace lagged behind my Condura pace. Having this in mind, I decided to simply enjoy the scenic route that the L.A. marathon had to offer.

To partake in the 25th Anniversary of the L.A. marathon was amazing. To run with some of the world's finest marathoners from all corners of the world was awesome. For K-Swiss awarding me the chance to be a participant in all this – humbling. •



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CALIFORNIA



## THE K ONA

34 TRIATHLON WINS IN 2009

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PLANET SPORTS  
playstyle

SECOND WIND





# THE **Bull Runner** *Dream* **MARATHON**

A BEGINNER'S MARATHON IN NUVALI

**WE'RE MAKING**  
MAY





## OUR MARATHON DREAMS COME TRUE!

22, 2010 | NUVALI, STA. ROSA, LAGUNA

300 RUNNERS | 42.195 KM

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RUNTV



Creative  
Juice



# Meeting the Dreamers

THREE RUNNERS WITH DIFFERENT BACKGROUNDS SHARE A SINGLE DREAM: TO CONQUER THE FULL MARY

## MIKKO BARRANDA

23 yrs. old, SM Tenant Relations Officer

- **RUNNING FOR:** Tahanan

Walang Hagdanan. My friends and I created a group called TFC (Time For Change). We collect pledges from our runs which will be used to purchase items for 120 families of Tahanan.

- **MOTIVATION:** Salvation from myself! For the past few years I considered myself as a wondering fool. I always contemplated what it would feel like to do something grand. Fear and Anxiety has pushed me further from this life long quest. However, on May 22 I will redeem myself and have my vengeance.

- **INSPIRATION:** My main inspiration comes from the 10,000 times I have failed in my life. It's Time For Change.

## MICHELLINE SUAREZ

42 yrs. old, wife and mother, co-owner of The Blue Kitchen & T Bags and Shoes

- **RUNNING FOR:** cleft palate operations for needy children, specifically Gabriel's Symphony Foundation. I was born a cleft palate.

- **MOTIVATION:** To run my first 42 at 42, in a supportive and nurturing atmosphere.

- **BENEFITS OF TRAINING:** Enjoying my long, long, long runs. Having a sense of purpose in training. Learning to listen to my body more. Understanding that every day is different and to adjust accordingly.

- **HOW I FEEL:** Intimidated and purposeful.

- **LOVE FOR RUNNING:** I love the time alone with my thoughts. As a mom of 5, that's a rare thing.



## MELFRED HERNANDEZ

43 yrs. old, Otorhinolaryngologist and Medical Director

- **RUNNING FOR:** My life, my wife, my three progenies & (hopefully to see) proofs of my continued lineage

- **MOTIVATION:** I successfully ran my age last year, but let's just say I finished

in a time more than it would take if I were to take a roundtrip plane ride to that humid concrete jungle! I "dream" of improving on my time, and doing the "real" run-walk and not the run-then walk all the way to the finish!

- **INSPIRATION:** It used to be weight loss, fitness, and vanity even...

until I joined the nation in burying the closest to what we had as a queen, and in a sudden burst of inspiration chose to run the funeral march as my first 22.8k. This is to continue my Laban/LoveRun.

- **LOOKING FORWARD TO:** the best full-body massage in the world, post-race!



## UNILAB RUN UNITED FOR WELLNESS

March 7, 2010  
Bonifacio Global City  
500m, 3k, 5k, 10k, 21k



*Iessa Prieto-Valde*



*Rhian Ramos*



*Ernie Lopez*



## PINAY IN ACTION

March 13, 2010  
SM Mall of Asia  
1.6k, 5k, 10k



# EVENTS

## GLOBE RUN FOR HOME 2010



March 21, 2010  
Ayala Ave., Makati City  
3k, 5k, 10k, 21k



*Ton Concepcion*



*Nikki Huang*



April 11, 2010  
Bonifacio Global City  
5k, 10k, and 15k



# CHASE THE SUN

The Neutrogena<sup>®</sup> Run  
DERMATOLOGIST RECOMMENDED

May 15, 2010

Bonifacio Global City, Taguig



| RACE CATEGORY | SLOTS | REGISTRATION FEE |
|---------------|-------|------------------|
| 3km           | 1000  | Php 400.00       |
| 5km           | 1250  | Php 550.00       |
| 10km          | 1000  | Php 600.00       |
| 15km          | 750   | Php 650.00       |

For more details, visit [www.finishline.ph](http://www.finishline.ph)  
or call 703-1736

[www.thebullrunner.com](http://www.thebullrunner.com)

## THE AMAZING KIDNEY RACE

March 7, 2010

UP Theater Grounds

2.2 Parent-Child, 5k, 15k "Eliminator Pursuit", 15k Relay








**RUNNERS RACE.  
HEROES FINISH.**





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To last long and finish strong, you need Gatorade.

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Only Gatorade is backed by 40 years of science. It's the only sports drink that's tried and tested to give athletes all the hydration their bodies need.

Based on sweat tests and sports science studies,\* experts recommend drinking 750mL of Gatorade two hours before the race begins, another 250 mL before your first step, and 250 mL of Gatorade every 15 minutes while you're running.

### THE HERO'S WINNING FORMULA

Gatorade has the right amount of **electrolytes**: sodium to prevent water loss and **potassium** to prevent muscle cramps.

It also has **nutrients** that give runners greater leg power and 2x more endurance than non-Gatorade drinkers.

So on your next race, don't just run -- finish like a hero.

Drink Gatorade.

\*Gatorade Sports Science Institute Research and Sweat Test

visit: [www.gatorade.com.ph](http://www.gatorade.com.ph)



## GAIL SALVACION

### *Sabang Beach, Baler Aurora*

**WHERE TO STAY:** The Little Girl's Lodge owned by Ate Chona, a Filipina married to Donnie, an American surfer.

**WHERE TO EAT:** Bay's Inn Restaurant, open 24/7

**WHY RUN IN BALER:** Who says Baler is only a surfers haven? It is actually a runner's haven, too. The sight of the beach itself was breathtaking, making it more irresistible when the walls of waves hit the shores and thundering sounds echoed through the entire beachfront. The long coastline, clear waters, and the lush green mountains will make you feel one with nature.



*Email a photo of yourself running anywhere in the Philippines to [tbrmag@thebullrunner.com](mailto:tbrmag@thebullrunner.com). If your photo is printed, you win P2,000 worth of gift certificates from Chris Sports.*





COMMUNITY



**MEMBERS:** 20 runners and counting  
**AGE RANGE:** 6 to 50 years old  
**STARTED:** 2009  
**SCHEDULE**

- Two to three races per month
- Thrice a week early morning runs

## PACE PARTNERS INT'L

### **WHY THE NAME "PACE PARTNERS"?**

As our group increased in number, the members felt that we should encourage "newbies" to take up running. The original members became "pacers" for the beginners.

### **WHAT WAS YOUR MOST MEMORABLE RACE?**

Penang Bridge International Marathon where four Pace Partner's completed their first half-marathon, which spurred the Pace Partner's to plan other similar international runs within the Asian Region.

### **WHAT IS IT LIKE TO RUN WITH PACE PARTNERS?**

We aim to introduce and offer practical tips on running to new runners and help them to experience running as a fun activity while incorporating a new healthy lifestyle. All Pace Partners weekend events end with a great breakfast and spa where we relax, share experiences, tips and definitely laugh!

### **WHAT MAKES YOU DIFFERENT?**

Anytime a new member joins us, he/she can be sure that no matter how fast or slow

they start out, someone from the group will patiently pace them until they improve their endurance and speed. In turn, members who have benefited from this are also encouraged to do the same with the new runners. We rejoice in our members' triumphs, be it their first 5K or their first full marathon.

### **TEAM GOALS**

- TBR Dream Marathon (22 May 2010)
- Epic 250 Relay (12/13 June 2010)
- Kuala Lumpur Malaysia Standard Chartered Run (27 June 2010)
- CamSur Marathon (26 Sept 2010)
- Penang Bridge Marathon (21 Nov 2010)
- Xiamen and Australia (2011)

### **TEAM ADVOCACY**

"We run not to compete but to complete and finish the next race."

### **CONTACT:**

Ms. Mj San Agustin  
[www.pacepartners.asia](http://www.pacepartners.asia)  
[pacepartners@gmail.com](mailto:pacepartners@gmail.com)  
0918.9280245/ 0923.3267769

# RUNNERS DIRECTORY

## {stores}

**ADIDAS** – Glorietta, 888.1234; Festival Mall, 999.1234; Trinoma Mall, 823.9129; SM Megamall; Podium

**BOTAK** – 131 Kamuning Road, Q.C., 922.7868, 929.7743

**CHRIS SPORTS** – SM City The Annex, 441.1889; SM Marikina, 477.1933; SM North Edsa, 928.1487; Market! Market!, 886.7467; SM Megamall, 633.4946; SM Manila, 522.1345; Glorietta, 818.6124; SM Sucat, 829.9549; SM Bicutan, 776.0899; Festival Mall, 771.0504; Robinsons Ermita, 536.7847; SM Mall of Asia, 556.0260. *(For complete listing, visit thebullrunner.com)*

**MIZUNO** – SM Mall of Asia, 915.1946; Club 650, Libis, 636.0179; Festival Mall, 850.3959; Trinoma, 916.6495;

SM Megamall, 634.6293; Bonifacio High St., 853.1432; BMG Ctr Magallanes, 757.3160 ext. 805; SM City Cebu, (032) 238.9571

**MJ46 CENTER NIKE FACTORY OUTLET STORE** - Red Flower Compd, Elizabeth Ave. cor. Sta. Ana Dr., Sun Valley Subd., Bicutan, Pque, 794.3767, 823.6186, mj46center.com

**NEW BALANCE** – Glorietta 2, 7575856; Shangri-la Mall, Festival Supermall

**NIKE** – Glorietta 4, 813.0082; Greenbelt 3, 757.4491; Robinsons Galleria, 631.3610; Bonifacio High St., 856.2586; Trinoma, 901.3547; Robinsons Place Mla, 522.8625; SM City Mla, 400.4674; SM Mall of Asia, 556.0789; Gateway Mall, 912.8468; Tutuban Ctr, The Podium, Festival Supermall, SM Southmall, Eastwood City

SM Fairview, Sta. Lucia East Grandmall

## PLANET SPORTS –

Alabang Town Ctr, 842.2886; Glorietta 3, 817.7896; Powerplant Mall, 756.5007; Robinsons Place Metro East, 646.5061; LCC Commercial Ctr, 473.7589; Trinoma, 916.7451; V-Mall 727.5985, 721.4704; Ayala Center Cebu, 234.0451; Metro Town Mall, Tarlac, (045) 982.1848; Robinsons Town Mall, Cebu, (049) 536.0094; Limketkai Mall, CDO, (088) 856.6681

**R.O.X.** – B1 Bonifacio High Street, 856.4638/39; A203 G/L Active Zone, Ayala Center Cebu 412.6247

**RUNNR** – B3 Bonifacio High Street, 403.1787; 2/L Ayala Center Cebu, 032.505.2883

## SECOND WIND RUNNING STORE –

88 Maginhawa St. Teachers Vill., Q.C, 434.0827; E-Prime Area, Unit 03A, Ortigas Home Depot, I

Vargas Ave., 914.0283; www.secondwindrunningstore.com, thesecondwind.multiply.com

**TIMEX** – SM Megamall, 637.8438; SM MOA, 556.0167; SM Southmall, 800.1273; North Edsa, 927.0640; Glorietta 3, 894.5432; Ayala Cebu, (032)231.5740

## TOBY'S SPORTS -

Shangri-la Plaza, 633.7014; SM Megamall, 633.4998; SM Mall of Asia, 556.0445; Trinoma, 901.3688; Glorietta 4, 815.1793; Greenhills Shopping Ctr., 725.7112; Alabang Town Ctr., 775.0623. *(For complete listing, visit thebullrunner.com)*

## THE NORTH FACE

- Glorietta 4, 752.8226; Shangri-La, 637.5606; SM Mall of Asia, 915.1947; SM Megamall, 914.4591; SM North Edsa, 332.2925

## WATCH REPUBLIC -

Robinsons Galleria, 634.5476; Robinsons Ermita, 524.4496; Trinoma, 901.3469; Market!Market!, 845.1705; SM Cebu, ( 032 ) 233.642;



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## {ortho doctors}

### DR. JOSE RAUL

**CANLAS** - Sprain & Strain, Alabang Zapote Rd., 809.3942; St. Luke's Medical Ctr., 723.4918/ 19, 723.0101 loc. 4700

### DR. EDGAR MICHAEL

**EUFEMIO** - SM Megamall, 497.5746, 637.9661 loc. 115; Cardinal Santos, Rm 221, 727.7672

### DR. PAOLO

**PUNSALAN** - Or thopedic Multispecialty Ctr., Ortigas Ave., 635.6789 ext 6521; Second Wind, 799.2089

### DR. ANTONIO RIVERA

- Makati Medical Ctr., 892.1541-43; Asian Hospital, 771-0585/ 86

## {coaches}

### RIO DE LA CRUZ

Running, 703.1736, 0918.9859211, run\_rio10k@yahoo.com, http://runrio.com

### ANI KARINA DE LEON

Running & Triathlon, 0915.4440290, anikarina@gmail.com, anikarina.wordpress.com

### FERDIE ESPEJO, JR.

Running & Triathlon, 0932.2580722, ferdinelespejor@yahoo.com

### PATRICK JOSON

Running & Triathlon, Alabang area, 0917.527.7141

### EDWARD KHO

Running, 0915.999.0187, edwardpkho@yahoo.com

### MIGUEL LOPEZ

Running & Triathlon, 0917.8478500, t1multisport@yahoo.com

### JOJO MACALINTAL

Running, Spinning & Triathlon, 920.3864, 0927.7637930, jojomacalintal@yahoo.com

### MITCH FELIPE-

**MENDOZA** Lifestyle & Weight Management Coach, Makati & Fort area, 0917.5033142, mitchfelipe@gmail.com

### ARMAND MENDOZA

Weight Management, Physical Therapy, Sports Nutrition, 0917.9517733, askarmand@gmail.com

### LIT ONRUBIA

Chi Running, 0917.5376870, lonrubia@yahoo.com

### TITUS SALAZAR JR.

Running, Physiotherapist, & Sports Massage, 0920.5367038, saturnwalkerjr@yahoo.com, http://teambaldrunner.com

## {race organizers}

### ARGENT NETWORK INTL. CORP.

Magdalene Gay Maddela Febo St. Pandacan Mla 482.5143, 0926.205.2787 gcmaddela@yahoo.com

### EXTRIBE INC.

438.9021 info@extribe.com.ph www.extribe.com.ph

### FINISH LINE

Coach Rio de la Cruz & Vince Mendoza 703.1736, 0918.9859211 run\_rio10k@yahoo.com www.runrio.com

### RACE

Rudy Bischoff G/F Vazquez-Madrugal Bldg. Annapolis St. Greenhills, SJ 727.9987, 0918.9158536

### RAUL N. YLANAN

Elite Multi-Sport Resources +63917-5353807 www.elitemultisport.com

## {therapy}

### HEALTHWAY (Rehab & Sports Medicine)

SM City North Edsa, 442.0339-44, Shangri-La Plaza, 910.4929-44, Market! Market!, 889.4425-30, Alabang Town Ctr., 850.6721

### INTERCARE

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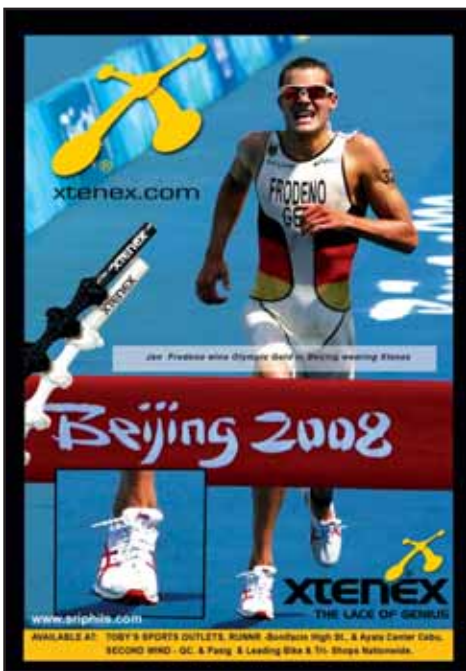
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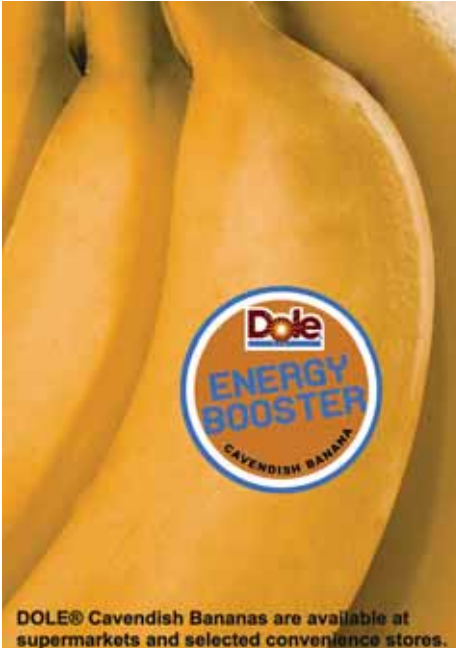


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RACES ARE OFTEN HIGHLIGHTS IN A RUNNER'S CAREER. WE ASKED RUNNERS WHAT THEIR MOST UNFORGETTABLE RACE WAS...



**Bea Locsin** >> My first marathon which was the ING NYC Marathon in Nov 2008. Everything about it was awesome, especially the people I trained and raced with and running through the 5 boroughs of NYC where there were marching bands, gospel choirs, and thick crowds cheering on the runners.



**Duane Santos** >> My most memorable run was last year's Greenfield City Run. It was my first 21k and Greenfield City was one of the projects I was handling. I thought I knew the terrain well having driven around the project countless of times in the past. I didn't realize how much more difficult it was to run 21k than it was to drive it.



**Paolo Defensor** >> My favorite run was the TNF100. It was not about a PR or placing in the podium. It was the adventure, the experience... living on the edge – curious if your body can do it and still remain intact after, knowing how crazy is crazy, losing and finding yourself. That's a good run.



**Ivy Mendoza** >> My most memorable race was my first full marathon, the Condura 2010. It was both a humbling and glorious feeling crossing the finish line!



**Monica Torres** >> My most memorable run race would probably be a Milo 21k run I did in Clark in 2007. I had just crashed on the bike 2 days before the race, and my knee and hip were badly bruised and swollen. I ended up running with the slowest group of the day, and made a lot of friends in the process.



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