

# THE Bull Runner

NOV-DEC 2010

RUNNING MAGAZINE

.COM



**RUN FOR OTHERS  
ISSUE**

**COACH RIO  
DE LA CRUZ  
ON TOP OF  
THE WORLD**

**IAMNINYOY-  
IAMCORY  
RUNNERS**

**GIFT GUIDE  
FOR EVERY  
RUNNER**

**5 WAYS  
TO PREVENT INJURY**

**7 HEALTHY FOOD  
FOR YOUR BODY**

**CAMSUR MARATHON  
GABRIEL SYMPHONY  
AVON WALK & RUN  
TRAIL CALL  
FORT STRIDERS RUN**

**RINA LOPEZ-BAUTISTA  
RUNS FOR KNOWLEDGE**



a publication of



thebullrunner.com

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# RUN CALENDAR

NOV 2010 TO  
JAN 2011

## [RACES]

### NOVEMBER

**6:** MILLENIUM RUN FOR WOMEN'S HEALTH, SM Mall of Asia, 2/5/10k. Call 0926-8546088

**7:** ATENEO BLUE RACE, ADMU Katipunan, QC, 3/5/7.5k. Call 0922-8330928

**7:** MILO MARATHON - Tarlac. Call Arnold Enriquez (045) 982-0190 or Rudy Biscocho 897-5008/ 0922-8367992

**7:** MEN'S HEALTH URBANATHLON, The Fort, 5/10k. Register at Summit Publishing ofc, ROX BHS, 360 Fitness Club. Call 451-8888 loc 1070/1071

**14:** (J.O.G.) JOY OF GIVING FUN RUN, Ayala Alabang, 400m/3/5/10k. Register at Woodrose School Acctg ofc. www.facebook.com/jog-woodrose

**14:** MILO MARATHON - Olongapo. Call Rodel Cerezo (047) 222-5401 or Rudy Biscocho 897-5008/ 0922-8367992

**14:** SUGAR RUSH, SM Mall of Asia, 3/5/10k. Call 0906-3086892

**20:** UNITED RUN 2: RunRio Trilogy Leg 3, Bonifacio Global City. Day 1: 500m/3/10/21k. Day 2: 500m/5/15/32k. Register at ROX BHS, selected Timex shops or online www.runrio.com. Call 703-1736

**21:** MILO MARATHON - Butuan City. Call Ben Decera (085) 815-2251 or Rudy Biscocho 897-5008/ 0922-8367992

**21:** MILLION HECTARE CHALLENGE, Mckinley Hill, 3/5/10k. Call Nikki 0922-8151942/ 421-1213

**27:** 1st CEBU ULTRAMARATHON, Cebu City. Email frontrunnermag@gmail.com

**28:** MILO MARATHON - Cagayan de Oro. Call Mr. Medonio Llera (088) 727-289 / (0917) 912-2857 or Rudy Biscocho 897-5008/ 0922-8367992

**28:** TAKBO LABAN SA DROGA, U.P.Academic Oval, 3/8/16k. Call 0916-5295388 or email finestclassmagazine@gmail.com

**28:** KNOWLEDGE CHANNEL KaRUNNungan 2010, Meralco, Ortigas, Pasig City, 3/5/10/15k. Call Liza Calumpang 983-5204/ 0922-8487192

**28:** GREENOVATION RUN, SM Mall of Asia, 3/5/10/15k. Call 0906-3348851 or email mariehycinch@yahoo.com

**28:** RUN BGC, Fort Bonifacio Global City, 3/5/10/21k. Register at RUNNR and Toby's. Call Joy Mendez 0917-820 8678/211-2712.

**28:** RUN 4 UR RICE: SAVE RICE. SAVE LIVES, U.P. Los Banos,

800m/3/5/10k. Call PhilRice (049) 501-1917/ 0917-8817180

### DECEMBER

**5:** 2ND QUEZON CITY INT'L MARATHON, Quezon City, 5/10/21/42k. Call (02) 435-5292. www.runnex.org

**19:** CORREGIDOR INT'L HALF MARATHON, Corregidor Island, 21k. Register at RUNNR, Secondwind (Sat & Sun). Call 834-6858/ 527-5555 loc 4511/ 4512.

**19:** RUN FOR CHANGE, McKinley Hill, Taguig City, 3/5/10/15k. Email events@run4change.com

### JANUARY

**9:** 3RD SUBIC INT'L MARATHON, Subic, 3/5/10/21/42k. Call 0915-4491172. www.subicinternationalmarathon.info

**23:** GREENTENNIAL RUN (The La Salle Run), Bonifacio Global City, 3/5/10/21k

**28:** FORBES PARK EARTH RUN, Forbes Park Pavillion, 3/5/10k. Call 0906-3344166

### [CLINICS]

**SAT, NOV 28, DEC 19, JAN 23, 6:00 am:** BULL SESSION, in front of R.O.X., Bonifacio High Street. Check www.thebullrunner.com to confirm schedule.

**MON/WED/FRI, 6:00 pm:** RUNWALKING CLINIC, Philsports Complex (ULTRA). Coach Edsel Vengco 0927-6283128

**NIKE RUN MANILA 2010** (Running Clinic): www.runrio.com/2010/08/nike-run-manila-2010/

**TUES/THUR 6PM, SAT 5AM UNTIL DEC 7, A.P.E.X. RUNNING CLINIC.** RUNNR activity pod, BHS. Call 0917-5136796. www.facebook.com/RUNNRPhils

**DEC, 6PM: FRONT-RUNNER CLINIC R.O.X., BHS.** Call 975-6228

**NOV/DEC, EVERY SATURDAY, 6:00AM:** MIZUNO RUN CLINIC, Coach Patrick Joson, St. James the Great, Ayala Alabang. Call 757-3160 loc 515 to confirm.

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

### [TALKS]

**WED, NOV 17, DEC 8, JAN 12, 7:00 pm:** BULL CIRCLE, R.O.X., Bonifacio High Street. Check www.thebullrunner.com to confirm schedule.

*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 [tbmag@thebullrunner.com](mailto:tbmag@thebullrunner.com)

## Enjoy The Great Outdoors at NUVALI this NOVEMBER

With the Metro definitely space-challenged and pollution-laden, there is no wonder why Urbanites, young and growing families alike are looking at alternative places to indulge in their outdoor passions. Whether it's kite-flying, paragliding, swimming, running, biking and even wake-boarding, NUVALI located in the cities of Sta. Rosa and Calamba, Laguna has much to offer.

Continuing its outdoor activities since 2009, NUVALI will host several other events for the month of **NOVEMBER:**

- Nov. 7: Xterra Phils will stage **Putik Pare**, its first-ever run-bike trail competition in the Philippines, taking advantage of NUVALI's trail roads especially developed for trail running and biking.
- Nov 20: NUVALI plays host to inter-school volleyball, baseball, and football competitions to kick-off the opening of **The Fields at NUVALI**.
- Nov 27-28: Expect a bigger and better **NUVALI Dirt Weekend (Year 2)** with exciting mountain bike races and other bike activities including cross-country, four-cross, downhill, dirt jump, 24-hour races and live performances and other activities for the whole family to enjoy.

There are just so many exciting things happening in this 1,840 hectare mixed-use eco-community development, now isn't that an excellent reason to spend your weekends in NUVALI?

To know more about NUVALI, visit [www.nuvali.ph](http://www.nuvali.ph) or call 0917-5.ASK.NUV (275.688).

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 Where People and Nature Thrive  
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## EXACTO!

When I saw the Sept-Oct 2010 issue, one word popped in my head: 'EXACTO!!!' This is because at one look, I knew this was the issue I was waiting for. First of all, it's because I'm an avid speed runner, joining 3k and 5k events. I went through this issue from cover to cover even before I got home and couldn't wait to put Coach Rio's training guide into practice. Secondly, October will mark my third year in the world of running. Lastly, the cover brings me back to the day before last year's Timex run. I ran into Mr. Pascual that day and chatted with him for a while. Little did I know that the next day he will go on to set what we now call a sub-Piolo.



Your article on him inspires me and have set my mind to run my first 10k soon and I swear it will be a sub-Piolo. Your magazine is truly an inspiration, for that I would like to say thank you.

- Jandrick P. Co

**Congratulations, Jandrick!**  
**You won one pair of Nike Running Shoes for this letter.**

## EAT & RUN!

I was so excited to have read the Top 5 Fastfood Meals for Runners on TBR's Sept.-Oct. Issue. I am into culinary and it's really hard to prepare your own meal after every run so what I always do is get a take-out in fast-food chains. It's good that you featured these, at least I know where and what to eat after a heavy run! I join two-three runs a month and this made me watch what I eat and I make sure that they contribute to my running performance. As a Culinarian, I have known the function of every food in my plate. And this has been an advantage for me, to enjoy what I both love to do: eat and run!

- **Maia Corcoro**

## A PAINFUL BUT HAPPY RUN

I had the opportunity to get a copy of TBR when I visited ROX. I was inspired by the all the comments and experiences that other runners sent in and got into writing my own funny and embarrassing experience to share with everyone.

One night while I was doing running at Ayala Triangle, I felt so good that I was running so effortlessly and confidently. I kept telling myself that I would finish the 10k run with grandeur and would soon run 15k, 21k, then finally, my full marathon – wow! I was so happy and elated until the next scene – I tripped on the pavement of Ayala Triangle! Flat on my belly with my glasses before my face! OMG! Notwithstanding the pain of my bleeding knees, I got up, then brushed the dirt off and finished my last two laps thinking about my next week's first 10k run. For some reason, the embarrassment gave me even more energy to continue.

Call it passion or even addiction, but nothing will indeed hinder me from running – not even a very embarrassing fall along the busiest street of Makati.

- **Fat Torrejos**

**WRITE  
&  
WIN**

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 Running Shoes** (Model may vary from photo)



**THE Bull Runner**  
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**EDITOR-IN-CHIEF**

Jaymie Pizarro

**PHOTOGRAPHY**

Ben Chan

**DESIGN & LAYOUT**

Jaymie Pizarro  
Isa Cruz

**CONTRIBUTORS**

Eric Nicole Salta  
Mitch Felipe-Mendoza  
Martin Camara D.C.  
Jun Cruz

**CONSULTANT**

Janice Villanueva

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**W**HY DO YOU RUN? I cannot count how many times I've been asked this question. And, through the years, I've come to realize that my answer has changed as I've evolved as a runner. Initially, I ran to lose weight. Then, it was about building my endurance, craving for new challenges, and finding my inner peace. But, as some point, I asked myself: Can there be a deeper meaning to running? Can I use it to help others? The answer was YES!

One man who has used running to do good is our cover runner, COACH RIO DELA CRUZ. He shares how his past has shaped him into becoming not just an ambassador of running and active health, but also an advocate of children's education. Our featured runner on My Story, Rina Lopez-Bautista, shares the same sentiments as head of The Knowledge Channel.

In the spirit of giving this Christmas, we searched the market for the best gifts for runners of various levels. We also listed nutritious food you can give your body during this season of feasting and partying. We don't stop running during the holidays so we're giving you tips to pursue running without injury.

I wish you and your family a blessed Christmas. May we all take the time out this season to look beyond ourselves and use our passion—be it running, art, or business—to spread some cheer to others.

Jaymie Pizarro, The Bull Runner

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



# YOU'RE BEING WATCHED

IS YOUR RUNNING FORM CORRECT?  
WAS THE LAST HILL THAT HARD TO CLIMB?  
DO YOU LOOK GOOD WEARING YOUR FAVORITE  
RUNNING ATTIRE?

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# ON TOP OF THE WORLD

WITH HIS RAGS-TO-RICHES STORY  
AND PHILANTHROPIC TRAITS,  
**COACH RIO** IS SET TO TAKE ON THE  
INTERNATIONAL RUNNING SCENE

WORDS **ERIC NICOLE SALTA**  
PHOTOGRAPHY **BEN CHAN**



**C**ATCHING COACH RIO DELA CRUZ FOR AN INTERVIEW IS LIKE HUNTING DOWN A UNICORN IN a magical forest. Apart from its elusiveness, this mythical beast calls forth an exciting sense of exploration to new adventures—a quality shared by Coach Rio himself whose resume ranges from running extraordinaire, celebrity coach, and business mogul. His pioneering personality, crammed into a freewheeling squirt of a man with big dreams and big hair, isn't afraid to venture into new territories no matter how far it takes him.

“Nandito ako sa CamSur kaya medyo busy,” he says apologetically, after picking up the call on a fine mid-September afternoon despite his tight schedule. Just a couple days ago, Coach Rio was on top of the metro (on a helipad to be exact) for The Bullrunner

cover shoot before flying the next day to oversee operations of the CamSur Marathon 2010 in which he served as race director. On this account alone, no one would have guessed that this empowered person, who will take on anything that stands in his way of success, could barely afford running shoes in his childhood.

Who knew that this shy, scrawny boy from Bato, Camarines Sur who ran barefoot as a child would end up with more than 100 pairs of shoes? Or land himself endorsements and tie-ups with huge brands, and eventually jumpstart his own business? And even earn bragging rights to command famous personalities to work themselves into tip-top shape like they were his military recruits in his own little boot camp?

“Yung goal ko talaga nun is makatapos

INSPIRE



*ng pag-aaral,” he admits, “so sabi ko gagamitin ko ‘yung running since I enjoy doing it and I might be able to get a scholarship.” Which he did, procuring a Physical Education degree in UP-Diliman. After working several jobs, an epiphany of sorts came onto him when he thought of organizing a race. “Gusto ko lang subukan pero hindi ko naisip na eto ‘yung patutunguhan ko.” From then on things started looking up for him where he booked race after race.*

Apparently this athletic personality has even earned nods from the likes of Unilab whose active health campaign perfectly complements his advocacy of promoting an active lifestyle for the Filipino family. Their collaboration has brought Run United 2 (the third leg of the RunRio Trilogy scheduled on November 20 and 21) that aims to be one of the biggest family-friendly event this year, targeting up to 20,000 participants with its seven race categories. “We want to engage the kids, too. We have 500 meters for kids and 3K, 5K, 10K, 15K, 21K, and 32K for the other members of the family.”

One quality about him that’s probably an asset he doesn’t realize is that he doesn’t mince his words. While talking about his college days, Coach Rio acknowledges that he’s not the smartest person. But surely, there must be something brilliant in him that enabled him to draft this successful path and be the architect of his own running empire. Even with RunRio doing so well, he has never forgotten his roots, keeping himself firmly planted on the ground and sparking his desire to give back what running has given him.

“Every time I stage a race, I give part of the proceeds to charity and organizations. I’m also



focused on education *kasi malapit sa puso ko 'yun,*" he continues, "*Kapag may nagtatanong sa akin about running, sinasagot ko 'yung e-mails nila or minsan kapag kinakausap nila ako, I'm willing to share what I know. And it's also more of sharing my story. They feel inspired. Kasi wala naman ako dati tapos ngayon nagawa ko, what more dun sa mga taong kaya naman nila."*

But that's not the only way he gives back to the community. When asked about his future plans, Coach Rio in his usual modest self, starts an epic discussion on his objectives to break through the national and international running scenes. In 2011, RunRio Regional will push through in Cebu, Davao, Iloilo, Bacolod, Baguio, and Aurora. Sometime in November 2011, he hopes to kick off RunRio International in Singapore with a 32K run. By 2012, he plans to expand to Malaysia and Indonesia until it peaks in San Francisco in 2013.

"My main goal here is to promote the Philippines as a tourism destination. For example, in RunRio International events, we'll send the winners to Boracay or Palawan

so they can experience the Philippines firsthand and show them how beautiful our country is." As laborious as his plans are for the future, he takes everything into stride. "Sa akin hindi siya work. At the same time, *ang sarap ng feeling na nakakatulong ako sa*

**“Everytime I stage a race, I give part of the proceeds to charity...”**

*kapwa ko.”*

The way he rose from zero to hero emphasizes how his dedication and compassion is an expression of who he is more than the success he has attained. Who knows where his feet will take him in the years to come? But considering he is brave enough to reach for more, without a doubt Coach Rio will triumphantly march on to a bigger and brighter future. ●



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November 20-21, 2010  
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Health starts with your Family!

November 20: 500m (For kids), 3K, 10K and 21K  
November 21: 500m (For kids), 5K, 15K and 32K

PRE-EVENT

Registration Sites		
	WHERE	WHEN
ONLINE	www.unilabactivehealth.com or www.runrio.com	SEPT 1 to NOV 17
	*Delivery of registration kits will start on Oct. 10, 2010	
IN-STORE	New Balance - Shangri-La & Giorietta Planet Sports - Alabang Town Center & Trinoma	OCT 10 to NOV 17
	Tinex - SM MOA R.O.X. - Bonifacio High Street, Fort	NOV 8 to NOV 17
	Planet Sports - Trinoma Tinex - SM MOA	NOV 8 to NOV 17
	R.O.X. - Bonifacio High Street, Fort	NOV 8 to NOV 17

Registration Fees & Inclusions		November 20, 2010 (Saturday)				November 21, 2010 (Sunday)			
CATEGORY	REGISTRATION FEE	500M	3K	10K	21K	500M	5K	15K	32K
		Php250	Php400	Php600	Php750	Php250	Php600	Php700	Php900
Automated Registration		✓	✓	✓	✓	✓	✓	✓	✓
Race Kit		✓	✓	✓	✓	✓	✓	✓	✓
Singlet		✓	✓	✓	✓	✓	✓	✓	✓
O-Tag		✓	✓	✓	✓	✓	✓	✓	✓
Bio Number		✓	✓	✓	✓	✓	✓	✓	✓
Unilab ActiveHealth Kit		✓	✓	✓	✓	✓	✓	✓	✓
Finisher's Kit		✓	✓	✓	✓	✓	✓	✓	✓
Finisher's Shirt		✓	✓	✓	✓	✓	✓	✓	✓
Unilab ActiveHealth Sports Items		✓	✓	✓	✓	✓	✓	✓	✓
Finisher's Medal		✓	✓	✓	✓	✓	✓	✓	✓
Race Analysis		✓	✓	✓	✓	✓	✓	✓	✓
Photo/video		✓	✓	✓	✓	✓	✓	✓	✓

EVENT DAY

Call Time		
RACE CATEGORIES	ASSEMBLY TIME	GUN START
DAY 1: NOVEMBER 20, 2010 (Saturday)		
500m	6:00 AM	7:30 AM
3K	4:00 AM	5:45 AM
10K	4:00 AM	6:30 AM
21K	4:00 AM	5:10 AM
DAY 2: NOVEMBER 21, 2010 (Sunday)		
500m	6:00 AM	7:30 AM
5K	4:00 AM	5:45 AM
15K	4:00 AM	5:20 AM
32K	3:00 AM	4:30 AM

Prizes		RACE CATEGORIES											
RANK		3K		5K		10K		15K		21K		32K	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
1st		3,000	3,000	5,000	5,000	10,000	10,000	15,000	15,000	20,000	20,000	30,000	30,000
2nd		2,000	2,000	3,000	3,000	7,000	7,000	10,000	10,000	15,000	15,000	20,000	20,000
3rd		1,000	1,000	2,000	2,000	5,000	5,000	7,000	7,000	10,000	10,000	10,000	10,000
4th		-	-	-	-	-	-	-	-	-	-	6,000	6,000
5th		-	-	-	-	-	-	-	-	-	-	4,000	4,000
6th		-	-	-	-	-	-	-	-	-	-	2,000	2,000

**UNILAB** ACTIVE HEALTH VILLAGE

Complete your family bonding experience with a visit to the Unilab ActiveHealth Village and its three zones where you can avail of free health diagnostics and fitness consultations, plus win prizes in exciting games for all members of the family!

#### Active Kids

Drop off your kids at this play zone before gun start and get them into a healthy and active lifestyle in a fun and enjoyable way. Consult with pediatricians on healthcare, nutrition, and physical activity that's right for your young kids.

#### Active Adults

Cool down and reenergize after you cross the finish line. Visit the various diagnostic stations and consult with medical experts on improving your health and fitness levels. Pick up practical tips from running coaches and fitness trainers to level up on your active lifestyle.

#### Active Seniors

Re-energize! Get your vital signs checked and find out how you can lead an active and healthy life throughout the prime of your life.

For more details, visit [www.unilabactivehealth.com](http://www.unilabactivehealth.com) or call RunRio secretariat at 703-1736.

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## YOUR RUNNING CHECKLIST: November-December 2010

❑ **EDUCATE YOURSELF.** Sure, running is about taking one step in front of the other. But, there's much to learn on proper form, gear, nutrition, and training from trusted experts to ensure you do it properly right from the start.

Join **BULL CIRCLE** (talks) or **BULL SESSIONS** (clinics) from October 2010 to March 2011 leading up to The Bull Runner Dream Marathon. For complete schedule, visit [www.thebullrunner.com](http://www.thebullrunner.com)



❑ **INVOLVE THE FAMILY.** More races nowadays allow for beginners, kids, or grandparents to participate in shorter distances such as 500m dash, 1km, or 3km events. Encourage the rest of the family to step out and get healthy with running. Sign them up for their first race and give them an attainable goal to work for.

❑ **STAY WELL HYDRATED.** Proper hydration is essential to a runner's good performance and, more importantly, safety. Without adequate fluid intake, cramps, fatigue, and heatstroke may occur. Make sure you carry ample hydration on training runs or races using hydration belts.



NATHAN products  
now available  
at R.O.X.

## WHAT'S NEW? DARE TO BARE

Barefoot shoes give your feet the chance to feel the ground properly resulting in improved posture and less injury without getting your feet soiled and dirty. Care to go barefoot?

○ **VIBRAM FIVE FINGERS BIKILA** encourages a more natural and more efficient forefoot strike. It distributes forefoot impact without compromising ground feedback essential to proper running form. **VIBRAM FIVE FINGERS KIOSK, POWERPLANT MALL, P5,750**



○ **THE EVO:** provides all the benefits of going barefoot using the patented ultrathin Vivobarefoot sole. **BAREFOOT STORE 2/L ENTERTAINMENT MALL, SM MOA, THE BRICK P6,495**





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Blade-Light Run™



Blade-Light Run™



Blade-Light Run™

K-SWISS Available at

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play + style

SECOND WIND

RUNNR



Only your knees.






# RUNNERS' GIFT GUIDE


Whether your runner has covered 5 or 5000 kilometers, the perfect present awaits him or her. This Christmas Gift Guide will help you find the right one for your most passionate runner.


## FOR THE BEGINNER

*There's nothing like brand new gear to motivate a runner into wracking up the miles.*

- 
**Nike Lunar Glide 2** has a new dynamic support platform that can easily adapt to your stride plus a more breathable mesh for comfort and reduced weight. NIKE. P 5,495

- 
**Mizuno Waist Pouch** for gels, IDs, car keys with adjustable strap. MIZUNO. P 450

- 
**Zoot Ventilator Visor** covers the upper head with adjustable Velcro strap. SECONDWIND. P 1,250

- 
**Mizuno Nirvana 6** is ideal for mild to moderate over-pronators and intended for heavy mileage and heavy runners. SECONDWIND, MIZUNO. P 5,995



- NordicTrack X51** allows for up to 40% incline to help burn 3x more calories. Watch a workout from a distance, wind up a virtual mountainside, or change angles to a different perspective. CHRIS SPORTS. P 105,995 available at 0% for 12mos

## FOR THE LADIES

### Moving Comfort Sports

**Bra Sera II** is a seamless pullover for all-day comfort providing ultimate support for a comfortable workout. RUNNR. P 2,920



**Fortek Dumbbell Series** perfect home equipment for strength training. TOBY'S SPORTS. P 425 to P 595





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new balance

# RETHINK YOUR LIMITS

New Balance Compression+ takes compression garments to a new level by using ergonomic panels to stimulate awareness to injury-causing movement.

This means that it assists performance and recovery, while helping to prevent injury.

So now it's time to set new goals, because you're about to rethink your limits.

new balance   
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PREVENTION • PERFORMANCE • RECOVERY

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Planet Sports Rockwell, POY Bonifacio High Street and Secondwind Ortigas.



## GEAR

### FOR THE SERIOUS/COMPETITIVE RUNNER

For the competitive runner, performance always comes first. To propel them to greater heights and better PR's, serious gear is in order.



- **K-Swiss K-Ruuz** offers good road feel and a smooth ride. The multi-piece outsole is flexible and delivers great traction. SECONDWIND, RUNNR. P 4,995



- **CW-X Compression** support socks provides better muscle recovery, reduces lactic acid build-up, and better circulation. RUNNR. P 1,750



- **Oakley Split Jacket™** comes with interchangeable lenses to repel dust and maintain a smudge resistant barrier against skin oils, lotions, and fingerprints. Plutonite® lens material filters out UV rays and over 99% of glare. P 15,995

- **Timex Ironman Sleek Lap50** has an easy top button for split set-up and easy to track progress and stores work outs by date. TIMEX stores. P 3,490



- **Nathan Speed 2 Hydration Belt** carries two 10oz. bottle for your hydration fluid plus stash pocket for your small essentials. Ideal for long runs. R.O.X., RUNNR. P 1,295



- **Asics GT-2150** is ideal for the mild overpronator seeking a light ride in a stable yet well-cushioned shoe. No wonder it's the most popular Asics shoe in the world. ASICS. P 5,900

## GEAR



- **Triggerpoint TP Massage Ball** helps relieve muscle spasms or trigger points while the **TP Foot Baller** addresses pain related with plantar fascia, achilles tendon, heel, or calf. **SECONDWIND. P3,600**



- **Mizuno Running Backpack** a comfortable way to carry running essentials with a compartment for a water bladder (not included). **MIZUNO. P 3,495**

- **Brooks Ghost 3** is a lightweight, neutral cushioning shoe for long runs. Runner's World Editor's Choice. **SECONDWIND, RUNNR. P 4,795**



## FOR THE ULTRAMARATHONER

*Gear for the ultramarathoner must provide ultimate comfort and protection while ensuring endurance for the long distance ahead.*



- **Oakley Radar XL Anti Freeze** is made of

lightweight O Matter® for all-day comfort. It has a permanent lens coating that prevents rain and sweat from building up on the lens. **G-FORCE. P 12,595**

- **Polar RS800CX** has a small and lightweight durable sensor which measures each stride helping the runner analyze the efficiency of each run. **RUNNR, TOBY'S SPORTS. P 26,595/ P 31,995 (with Polar S3 foot pod)**



## THE TRAIL RUNNER

**Newton Men's Trail Guidance Trainer** is a low profile, high-durability off-road trainer designed for all types of terrain which allows you to run naturally on the trails. **RUNNR. Price:TBA**



*For the trail runner who craves more adventure in the wild outdoors.*

**The MJ46 ID X-Version** is designed to contain essential information, such as emergency numbers or blood type, for the runner's safety and convenience. **P 745** single side print. **www.mj46center.com/idband**



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ur of intense physical activity.



## The New Gatorade 1 Hr Pack. Keep Winning.

Fluid loss of 1.5L for 1 hour of athletic activity is based on a sweat study conducted in the Philippines. Individuals should always follow their own specific individualized hydration plan.

# 5 ways to prevent injury

BY MARTIN CAMARA D.C.

**M**ost running related injuries can be classified as CUMULATIVE MICRO-TRAUMA DISORDERS. Put simply, these are injuries that build up “little by little” over days, weeks, months or years – the sum of which is the equivalent to having been in a major accident. To avoid injury, I highly recommend these tips for runners. As they say: an ounce of prevention is worth a pound of cure!

**1 START SLOWLY** – If you start an intense running program without a gradual build up, your body will rebel and you will more likely suffer from a running injury.

**2 STRETCH** – The best time to stretch is after the muscles have been thoroughly warmed up – after your run or during the afternoon (not in the morning when the muscles are cold). Stretching should be timed and done properly. It should never be painful or bouncy and, at most, you should feel a pulling discomfort. Pay particular attention to the calves, foot, hamstrings, quads and iliotibial band (ITB).

**3 MOBILIZE YOUR JOINTS** – It is a good idea before the run to roll your joints around. I would recommend rolling the ankles, knees, hips and lower back clockwise and counterclockwise at least ten times in each direction before a run.

**4 PROPER RUNNING FORM** – Upright posture, engaged core, mid-foot striking and a forward lean are important to minimize repetitive impact caused by poor running form.

**5 GET MESSAGES** – Massage is a great way of milking out inflammatory enzymes and lactic acid that build up in the muscle after strenuous activity. Reward yourself with one every so often.



---

*Martin Camara, D.C. is the Director of Clinics and Chiropractic Specialist of Intercare Healthcare Systems, Inc. He is affiliated with the Philippine Olympic Committee and Philippine Institute of Traditional and Alternative Health Care (PITAHC). He has been an attending chiropractor/team physician in different prestigious sports events like SEA Games and Olympics helping the country's top athletes to gain optimum performance.*



## Anemia can kill

Iron deficiency anemia is the most common nutritional deficiency worldwide<sup>1</sup>. You need iron to produce healthy red blood cells that carry oxygen throughout your body. If left untreated, iron deficiency anemia can impair your capacity for physical work, memory and other mental functions<sup>2</sup>. It may even lead to serious complications like heart problems.

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1. Worldwide prevalence of anemia 1993-2005: WHO Global database on anemia. Edited by Bruno de Baskind, et al. Page 33.  
2. [http://www.cdc.gov/nccdphp/dnpa/nutrition/nutrition\\_for\\_everyone/iron\\_deficiency/index.htm](http://www.cdc.gov/nccdphp/dnpa/nutrition/nutrition_for_everyone/iron_deficiency/index.htm), accessed on May 17, 2010.



## 7 Healthy Gifts for Your Body

BY MITCH FELIPE-MENDOZA

DURING THE SEASON OF HOLIDAY-BINGEING, HEALTHY FOOD COULD BE ONE OF THE BEST PRESENTS YOU COULD GIVE TO YOURSELF (AND TO OTHERS!)

**I**T'S THE TIME OF THE YEAR AGAIN WHEN GIFT-GIVING IS THE SPIRIT OF THE SEASON. FOR RUNNERS, gifts could range from new running gear to food items that are performance-enhancing or health-related. Here are some ideas to start you off when looking for items as a gift to yourself or for your running buddies.

**1 GRANOLA BARS.** Granola bars like Quaker (chewy) and NutriBar are ideal on the go snacks or pre-race quickie meals. They are high in complex carbohydrates and fiber which ensures that they'll last longer than your typical white bread or hot pandesal.

**2 SPORTS DRINKS.** Any runner who races or trains more than an hour knows that electrolyte replacement is essential to sustain your endurance and

over-all performance. Sports drinks like Vitwater Endure and Gatorade are the most popular choices and are great tasting too.

**3 CEREALS.** Whole grain cereals like Nestle's Fitness pack in more nutrients and fiber than regular cereals. They last longer and provide a steady flow of energy for endurance events. Partner it with your trusty skim milk then you'll have a pre-race power meal.

**4 DRIED FRUITS.** Dried raisins like Sunmaid raisins and/or mixed dried fruits like apricots or dried mangoes contain readily available natural energy and is also rich in cramp-fighting potassium and natural anti-oxidants. A dried fruit is one of the most natural form of snacks that are convenient enough to take with you during your race or training



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**5 PASTA SAUCES.** Carbo-loading shouldn't be a bore with the same old spaghetti sauce you've usually eaten in most kiddie birthday parties. Your team mates would appreciate you introducing them to readily made gourmet pasta sauces like the sauces from Mark's and Spencer and Bravo.

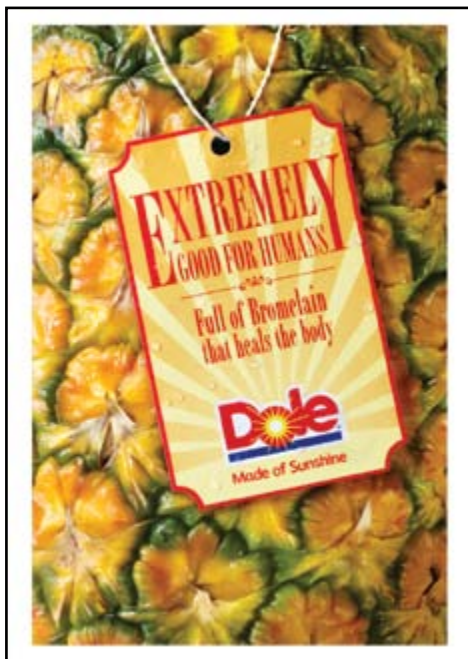
**6 INSTANT BREWED COFFEE.** If your running buddy wakes up earlier than your neighborhood coffee shop, great tasting instant brewed coffee like Starbucks' VIA is a fantastic gift. Mugs are sold separately.

**7 ENERGY GELS.** Energy Gels like the Honey Stinger is made naturally with honey instead of the usual unhealthy sugars and preservatives. They are also fortified with B-vitamins which are known to boost your alertness and metabolism. Other gels that you can try and are available in different flavors are Hammer gels and Gu gels.

**8 CANDIES AND GUMMIES.** Sports Beans is a great jelly bean for a runner, which is conveniently packaged for endurance events. Gummy packs like Chomps contain more energy and nutrients than your regular gummies. Both energy packs are usually made from fruit juices so they also contain rich amounts of vitamin C and potassium.



*Mitch Felipe-Mendoza is a lifestyle & weight mgmt. coach, fitness trainer and runner who has helped her clients manage weight and improve running performance by combining her background 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.*



## QUICK FIX

### BIC FERRERIA'S

Strawberry  
Banana Smoothie



After a grueling workout, runner/triathlete, teacher, and mom BIC FERRERIA indulges in what she calls her "perfect recovery drink." Here's how she prepares her **STRAWBERRY BANANA SMOOTHIE:**

1. Throw all these in a blender: 6 pcs frozen strawberries (buy them at S&R), 2 small bananas (bordering on over-ripe), 3 tbsp. Magnolia yogurt, and 2 tbsp. flakseeds.
2. Add ice.
3. Whiz away and enjoy!

# The ROAD to KNOWLEDGE

FOR RINA LOPEZ-  
BAUTISTA, GOOD  
QUALITY EDUCATION  
IS WITHIN A 42K REACH.

WORDS BY ERIC NICOLE SALTA



**0** F THE MANY INSPIRATIONAL PURSUITS RINA LOPEZ-BAUTISTA HAS STRIVED FOR,

this may just be her favorite yet. And it's hard to argue why. By merging two of her passions for a greater cause, Rina is out to do something sustainable and fulfilling for the educational and running communities.

Having been Knowledge Channel Foundation president for more than a decade and a doting mother to two children, Rina is still exuberantly creating awareness and support for a better future for students. Now that makes for a golden woman with a golden heart, too. Here she talks about the NYC Marathon and her promise to make it more worthwhile.

## **KARUNUNGAN 2010: THE IDEA BEHIND THE CAUSE**

The Knowledge Channel has seen many improvements in the students who do watch the channel regularly. However, majority of elementary and high school students are

still unable to access it and other learning materials and resources. This is why we have come up with a cost-efficient way to address poor outcomes and resource gaps. But we need to raise the funds to produce these programs, and this is what KaRUNungan is for.

For the ING New York City Marathon, my sister Bea told me about her friend who raised money by collecting pledges from friends for her first marathon. We then came up with the "42-for-42" where we are asking Filipinos running the NYC Marathon to request their friends to donate \$1 for each kilometer they run.

**PLEDGE FOR  
KNOWLEDGE CHANNEL:**

Visit their website at:  
[www.knowledgechannel.org/](http://www.knowledgechannel.org/)



## MY STORY



### Dual Purpose: Running for Self-fulfillment and for Goodwill

I really am excited about both. Running is something I enjoy as a sport and as an activity for wellness. At the same time, I am glad that over the years we have been able to support many young people in the country through educational media. Knowing that there is an opportunity for me to do these things together with so many people—my team at the Foundation, the community of runners, advocates of education, and those who simply want to help make the Philippines a better country—makes me realize how much more we all can contribute for the development of the local educational system. ●

## EVENTS

**8<sup>TH</sup> GABRIEL SYMPHONY MULTI-SPORT CELEBRATION** Now on its 12th year, this 12-hour sports celebration saw participants swim, bike, and run to raise funds for the visually and hearing impaired kids, cleft lip and palate babies and indigent children.  
**SEPT. 4 2010, ALABANG COUNTRY CLUB**



*Sen. Pia Cayetano gives out running shoes to kids from Cavite*



*Maiqui Dayrit completes his 6th Ironman distance at Gabriel Symphony raising P1 million*

*Drew Arellano with Sen. Pia as he finishes his Ironman*



*Drew, Maiqui and Sen. Pia with the kids after the event*



**AVON WALK & RUN** Over 18,000 runners stepped out to make a stand and run against breast cancer. **OCT. 3, SM MALL OF ASIA OPEN GROUNDS, 5K.**



Race ambassador Iza Calzado joins the run event

Runners commit to the breast cancer cause



Bb. Pilipinas Universe Venus Raj leads the running event



Avon executives awards the winners

Female runners warm up for the run



Kids join in on the fun

**TRAIL CALL** A passion for trail running and the greening of our society united participants in this fun run. Participants were given a chance to plant a tree after the race. **OCT. 3, 2010, TIMBERLAND, SAN MATEO, RIZAL, 3/5/10K**



## EVENTS

### CAMSUR INTERNATIONAL MARATHON

Over 17,000 runners participated in this record-breaking event with the advocacy of building the nation. SEP. 26, 2010, CWC, CAMARINES SUR 3/5/10/21/42K



Iza Calsado  
3K Winner



Coach Rio de la Cruz, Rovilson Fernandez, Gov. LRay Villafuerte and Marc Nelson



Jane-Jane Ong and Dyan Castillejo with friends



Rovilson Fernandez runs 21k



Angelika dela Cruz



FS Run winner

### THE FORT STRIDERS RUN

The Fort Striders Club's annual fun run event to enjoin people to have an active lifestyle through running. SEP. 12, 2010, BONIFACIO GLOBAL CITY, 5/10/16K



Raffy Zamora & Isa Cruz



Charlie Chua



Runners enjoying the race

FS Run images courtesy of Greentennial Run



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## Paolo Jose Tupaz

Vigan, Ilocos Sur

### WHERE TO STAY:

The **Vigan Plaza Hotel** - situated right at the heart of the city which is a stones throw away from the historic Vigan Cathedral and the Calle Crisologo, the most historic and well-renowned tourist spot of the city. The hotel is also near the town plaza and popular restaurants and commercial establishments

### WHERE TO EAT:

- **Leona Florentino** - This historic restaurant serves by far the best vigan longganisa and Ilocos bagnet in town.
- **The Vigan Empanadaan** - The hub of the tastiest and original Ilocos Empanada.

### WHY RUN IN VIGAN:

Running in Vigan is like taking a trip to one of the more exquisite and historic places in the country. Calle Crisologo has been well-maintained throughout the years with its cobblestone streets dating back to the

Spanish era. In fact, motorized vehicles are banned from the street to keep this heritage road intact, as such running here is hassle free. The old houses and wooden furniture (benches, swings, tables, etc.) at the sidewalks of Calle Crisologo make running in this historic street a site to behold. Best time to run is early morning or late in the afternoon to avoid the heat.

### AFTER THE RUN:

- Visit Ben Cab Museum at KM6 Asin Road. Great Gallery, mountain view and good food at Cafe Sabel.
- For a relaxing Spa treatment, visit North Haven Spa, located at #21 Avelino Street, Ferguson Road

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 Paul Calvin's Deli



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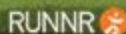
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## iamninoy-iamcory Runners

### 👉 Why the name?:

iamninoy-iamcory Runners is a group of professional and amateur runners affiliated with the iamininoy-iamcory movement. Its objective is to use the love for running to make a difference in the lives of people; that we can be heroes in our own small way. As of this date, the group is helping raise funds for 57-75 Movement that provides opportunity for education to less privileged school children.

### 👉 Most Memorable Event:

- The launch of the group during the Condura Run in 2008, many registered and wanted to be part of the cause.
- The Aug. 9, 2009 run for Cory, where we ran loops around Ayala Triangle in honor of the late President Cory Aquino.

### 👉 How can one join?:

• Joining iamininoy Runners is simple: register through its website, or proceed to Rudy Project BHS and pay a one-time fee as your investment in the cause. In exchange, we will gift you with an exclusive iamininoy Runners shirt, our official uniform/jersey for all running events.

### 👉 Team Advocacy:

Eloquently stated by a steercom member, Jake de Guzman: "We run for others because we have experienced the power of transformation in our own lives. We understand how seemingly overwhelming tasks are accomplished by simply putting one foot in front of the next. We know how a simple show of support can inspire another to keep on going. And we have experienced how small things done with great love can create change."



## Team Stats:

.....

**STARTED:** 2008  
**MEMBERS:** over 2,300  
**AGES:** 9 to 59 yrs. old  
**EMAIL:**  
[iamninoyrunners@gmail.com](mailto:iamninoyrunners@gmail.com)  
**WEBSITE:**  
<http://iamninoyrunners.wordpress.com>

# RUNNERS DIRECTORY

## {running/triathlon specialty stores}

### A RUNNER'S CIRCLE

– Unit H, Aloha Hotel, 2150 Roxas Blvd. cor. Quirino Ave. Malate, Manila

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

### SECOND WIND RUNNING STORE –

88 Maginhawa St. Teachers Vill., QC, 434.0827; E-Prime Area, Unit 03A, Ortigas Home Depot, J.Vargas Ave., 914.0283; secondwindrunningstore.com, thesecondwind.multiply.com

### THE BRICK MULTI-SPORT STORE –

Unit 1, Woodridge Apartments, McKinley Hill, Taguig City

### THE STARTING LINE

– West Gate Center, Alabang Muntinlupa

## {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 No. Edsa, 928.1487; Market! Market!, 886.7467; SM Megamall, 633.4946; SM Mla, 522.1345; Glorietta, 818.6124; SM Sucat, 829.9549; SM Bicutan, 776.0899; Festival Mall, 771.0504; Robinsons Ermita, 536.7847; SM MOA, 556.0260 (For complete listing, visit thebullrunner.com)

**MIZUMO** – SM MOA, 915.1946; Club 650, 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 –

Red Flower Compd, Elizabeth Ave. cor. Sta. Ana Dr., Sun Valley Subd., Bicutan, Pque, 794.3767, 823.6186, mj46center.com

### NEW BALANCE –

Glorietta 2, 757.5856; 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 MOA, 556.0789; Gateway Mall, 912.8468; Tubutan 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, 756.5007; Robinsons Place Metro East, 646.5061; LCC Comm'l Ctr; 473.7589; Trinoma, 916.7451; V-Mall 727.5985, 721.4704; Ayala Ctr Cebu, 234.0451; Metro Town, Tarlac, (045) 982.1848; Robinsons Cebu, (049) 536.0094; Limketkai Mall, CDO, (088) 856.6681

**R.O.X.** – Bonifacio High St., 856.4638/39; G/L Active Zone, Ayala Ctr. Cebu 412.6247

**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 MOA, 915.1947; SM Megamall, 914.4591; SM NE, 332.2925

**WATCH REPUBLIC** – Robinsons Galleria, 634.5476; Robinsons Ermita, 524.4496; Trinoma, 901.3469; Market!Market!, 845.1705; SM Cebu

## {chiropractor}

### MARTIN CAMARA, D.C.

Chiropractic Specialist drmartin777@gmail.com see *Intericare* (therapy)

### SERRY ALFONSO "SKIP" PIZARRO, D.C.

Chiropractic Specialist dserrypizarro@yahoo.com see *Intericare* (therapy)

## {coaches}

### ABET ALON-ALON

Triathlon, 0906.4849429 tri\_toutatis@yahoo.com

### RIO DE LA CRUZ

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

### ANI KARINA DE LEON

Running & Triathlon, 0915-4440290, anikarina@gmail.com anikarina.wordpress.com

### FERDIE ESPEJO, JR.

Running & Tri, 0932.2580722, ferdinelespejorj@yahoo.com

### PATRICK JOSON

Running & Triathlon, Alabang area, 0917.527.7141

### EDWARD KHO

Running, Strength & Conditioning, 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 Mgmt, 0917-5033142, mitchfelipe@gmail.com

### ARMAND MENDOZA

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### NORMAN PASCUAL

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0918.3746110, tricoach  
norman@yahoo.com

### TITUS SALAZAR JR.

Running, Physiotherapist, &  
Sports Massage, 0920.5367038,  
satumwalkerjr@yahoo.com

### LIZA YAMBAO

Running, 0915.3335794;  
hiza12marathon@yahoo.com

### {ortho doctors}

#### DR. JOSE RAUL

**CANLAS** – Sprain & Strain,  
Alabang Zapote, 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, 727.7672

#### DR. PAOLO PUNSALAN

– Orthopedic Multispecialty  
Ctr., Ortigas Ave., 635.6789 ext  
6521; Second Wind, 799.2089

#### DR. ANTONIO RIVERA

– Makati Med 892.1541-43;  
Asian Hospital, 771-0585/ 86

### {race organizers}

#### ARGENT NETWORK

Magdalene Gay Maddela  
482.5143, 0926.205.2787  
gcmaddela@yahoo.com

#### EXTRIBE INC.

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

#### FINISH LINE

Vince Mendoza,  
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run\_rio10k@yahoo.com

#### RACE

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### {therapy}

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Market!, 889.4425-30, Ala-  
bang Town Ctr., 850.6721

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Vill., Makati, 0915.7256002

#### PAIN & REHAB CARE

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914.7256, 0917.8862293

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### {track ovals}

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## Thumbie Remigio

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## Beth Siojo

“The 2009 Int’l Oxfam Trailwalker in HongKong New Territories as we ran and trekked the 100-km tough mountainous course. It was a fundraising run against **climate change** so we knew we were participating in something good for the planet.”

## Joshua Suarez

“Running the Bataan Death March 102K Ultramarathon last March 2010 to race funds for the **Real Life Foundation Scholars** was the best cause I have ever run. I did this to raise awareness and give hope to the next generation of the marginalized youth who deserve to have a better life through education.”



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