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## **Long Beach International City Bank Marathon**

### **Initiates Official Marathon Training Program - *The Beach Runners***

**Southern California's newest marathon and half marathon training program gears up for the Long Beach International City Bank Marathon in October.**



Long Beach, CA – Tuesday, April 19, 2005. The Long Beach International City Bank Marathon is pleased to announce the launch of the Beach Runners, Southern California's newest marathon and half marathon training program. The Beach Runners marathon training program is a safe, fun, professionally coached, 21-week marathon and half marathon training program, specializing in working with first time marathoners and half marathoners, as well as experienced runners.

The Beach Runners will meet every Saturday, starting May 21, 2005, at Events Park next to the Queen Mary. The group training will start at 7:00 A.M., discussing training strategies, warm-up, then break into smaller groups of different abilities levels, and go for practice runs. The distance of each Saturday's run will be scheduled in order to gradually build-up mileage so participants are able to successfully complete the Long Beach International City Bank Marathon or Half Marathon on Sunday, October 16, 2005.

The Beach Runners training program will feature the Chi Running method as described in Danny Dreyer's book, "*Chi Running*." Chi Running is a revolutionary approach to effortless, injury-free running. It combines the inner focus and flow of T'ai Chi with the power and energy of running. Chi Running is about alignment and relaxation which, when combined, allow you to cooperate with the force of gravity, offering no resistance to the forward pull. You will be getting yourself out of the way, letting gravity and flow take over.

The Beach Runners package includes: A 21-week professional coached training program, paid entry into the Long Beach International City Bank Marathon or Half Marathon, “*Chi Running*” book by Danny Dreyer, Beach Runners team shirt, special race day celebration area and more. The complete cost is \$130.00, which averages less than \$6.20 per week.

Head Coach and Program Director for the Beach Runners is Steve Mackel. As an Associate Chi Running Coach, Certified Personal Trainer, USA Cycling Coach, multi marathon finisher and triathlete, he will supervise and facilitate the training program. Mackel has worked with numerous endurance athletes, focusing his efforts on working with first-timers. “With a goal firmly set in your mind and a good game plan, you can accomplish just about anything, even if you are a novice runner. This is my objective as a coach and I know it works. I’ve seen non-runners become marathon finishers. I’ve seen people make significant changes in their lives, both physically and emotionally, through programs like the Beach Runners. In the end, it is all about making the choice to develop a healthier lifestyle, and I enjoy being part of that process,” said Mackel.

Mackel is very excited about getting this program up and running, “The Beach Runners not only bring an extra value to the Long Beach International City Bank Marathon but add a service to Long Beach and the neighboring communities. Our participants are training on portions of the actual course, which will create a more relaxed, efficient mindset in our runners. The training routes are scenic and fun. Most of all, we are interested in creating a safe, positive atmosphere and contributing to the local running community.”

**About ICR:** Led by CEO and Olympic Gold Medalist Bob Seagren, International City Racing, Inc. (ICR) specializes exclusively in the development, management and implementation of road racing, endurance and fitness events. ICR properties include the Long Beach International City Bank Marathon and the National Rivalry Run Series, (a series of 5K Fun Run between students, alumni and fans of rival universities).

For more information on the Beach Runners, call (562) 728-8829 ext. 7, check the web site, [www.beachrunners.org](http://www.beachrunners.org) or email [smackel@runicr.com](mailto:smackel@runicr.com). For more information on the 21st Anniversary Long Beach International Marathon, visit the website [www.runlongbeach.com](http://www.runlongbeach.com) or call (562) 728-8829.