Contacts
Adrienne Lent
Program Coordinator
adriennelent@email.arizona.edu
(520) 626-8207

Heather Alberts
Founder
halb85711@aol.com
(520) 745-5067

Main Goal Races
Lute Olson Cancer Center Run 8K
February 2016
(Date and details TBD)

6th Annual Pink Ribbon 7K
October 17, 2015 – 8:00 am

Other Goal Races
Jim Click's Run 'N' Roll 8K & 3K
October 4, 2015 – 7:00 am

Everyone Runs TMC, Fleet Feet Veterans Day Half Marathon, 5K and TMC for Children Fun Run
November 8, 2015 – 7:15 am

El Tour de Tucson
November 21, 2015

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Registration/Waiver

Please Note:
Make checks payable to Better Than Ever and send to:
University of Arizona Cancer Center
Attn: BTE
1515 N Campbell Ave
Tucson, AZ 85724
Resources

Tucson Walking and Running Stores

The Running Shop
3055 N Campbell Ave
(520) 325-5097
runningshopaz.com

Fleet Feet Sports
6538 E Tanque Verde Rd
(520) 886-7800
fleetfeettucson.com

*The Running Shop has been a big BTE supporter over the years. BTE participants receive 10% off their purchase so check them out!

Walking and Running Resources

Southern Arizona Roadrunners, www.azroadrunners.org
The Southern Arizona Roadrunners is a not-for-profit organization dedicated to promoting health and fitness in Tucson and Southern Arizona through running and walking.

Runner’s World, www.runnersworld.com
A great online resource if you’re looking for beginner tips and motivation.

Running Times, www.runningtimes.com
A wealth of information for the more advanced runner.

LetsRun, www.letsrun.com
Known as the “Internet’s homepage for running”. Ask any running question on the forums.

Cancer Resources:

University of Arizona Cancer Center: azcc.arizona.edu
National Cancer Institute: www.cancer.gov
1-800-4-CANCER (1-800-422-6237)
Getting Started

Congratulations! You have made a choice to make a difference in your life and in the fight against cancer. You should be proud of that decision, and proud of your upcoming goals.

What do I need to begin a successful running/walking program?

• Motivation! Make exercise one of your main priorities of the day
• Shoes – the best investment you can make! Your best option is to visit a specialty running/walking store to find out what shoe will work for you.
• Water bottle (you may consider a hydration belt to hold your water bottle)
• Watch, especially if you plan to do run/walk intervals
• Hat and sunscreen (SPF 30+)

What do I wear?

• Proper running or walking shoes
• Technical shirts and shorts
• Hat
• Watch
• Women: Jog bra
• Reflective Gear
• In the colder months, wear several layers, and ensure that the base is not cotton

Safety Tips

• Always carry identification with emergency info (check out www.roadid.com)
• Always tell someone where you are training
• Carry a water bottle and for the longer distances an energy bar
• Know the path you are training on
• If listening to music make sure it is low enough to hear what is going on around you, or try using only one ear plug
• Train with a buddy
• Be visible; wear reflective clothing if running/walking at night
• Run or walk on the left side of the street, facing traffic
• Wear sunscreen, sunglasses, and a hat

Please consult a physician before beginning any exercise program.
Fundraising FAQ

Fundraising Goal

$250 – Participate in the training program, use our training materials, and attend any of the optional training sessions, lectures, and/or socials.

How do I get started?

Read your training packet and simply follow the recommended steps:

1. Brainstorm a list of people who might like to support your fundraising efforts.
2. Write a fundraising letter or e-mail and send it out.

Please keep track of your donations.

Are donations tax deductible?

Yes, donations to BTE are considered tax deductible. People can donate in your honor and help you reach your participant fundraising goal. Checks should be made out to: “Better Than Ever” and should include the participant’s full name in the memo section. Online donations can be made at arizonabte.org and should include the participant’s full first and last name under the Tribute Section and specify the type of donation (in honor of if the donation is on behalf of a participant). Including the participant’s name in the donation will help us keep track of your fundraising amount.

When are my donations due at the University of Arizona Cancer Center?

We encourage you to get started on your fundraising right away and ask that all donations be turned in prior to the end of the season. Please turn in donations periodically as you receive them so that we may thank donors in a timely manner.

What if I can’t participate in a goal race due to injury, time conflict, lack of training, etc.?

That’s okay, but please remember the fundraising portion of the program that supports important cancer research. The fundraising is in no way connected to the race. Regardless of your level of participation in the race and in BTE training sessions or events, it is expected that each team member will give their best effort toward reaching their fundraising goal.
What happens if I do not reach my fundraising goal?
We ask each team member to give their best effort toward reaching their fundraising goal, and we are appreciative of all funds that are raised for cancer research at the University of Arizona Cancer Center. There will be no penalty for not raising your goal; **however, as fundraising is an integral part of the BTE program, we ask that you uphold your commitment to the University of Arizona Cancer Center.**

How will my donors be acknowledged?
Each donor for whom we have a full address will receive a thank you letter from the University of Arizona Cancer Center, as well as a tax receipt from the University of Arizona Foundation (federal tax identification number: 86-6050388).

What if a donor makes a check payable to me?
The donor can simply cross out your name, write in “Better Than Ever” and initial it; or void that check and write a new one. **Please note that if you submit a check payable to you that you have endorsed, then you will receive the tax receipt – not the donor.**

What if a donor makes a check payable to another organization (i.e. American Cancer Center, UA Cancer Society)?
Checks should be made payable to “Better Than Ever.” Depending on the exact wording, we may or may not be able to deposit a check that is written slightly differently. Checks made payable to the American Cancer Society will be returned to you, as ACS is an actual organization and we will be unable to deposit these checks.

What if a donor gives cash?
We accept cash. If the donor wishes to receive a tax receipt, then his/her name and address must be written completely, legibly, and turned in with the cash. **Please include your name as the participant so we can track your fundraising total.**

For security reasons, please do not send cash through the mail. One cashiers check or money order may be turned in to cover the total amount of cash.

Please note that if you write a personal check (or if your name and address is on the money order) to cover the cash donations, then you will receive the tax credit – not the donor.
**Can a donor contribute using a credit card?**

Yes! To contribute using a MasterCard or Visa, donors may visit arizonabte.org and click on the Make a Donation link. If a donor is contributing in honor of a participant, the donor must specify the **participant’s full first and last name** in the Tribute Information section so BTE can keep track of your fundraising total. Failure to include this information can result

They may also contribute by phone by calling Adrienne Lent (see below).

If you need help with fundraising at any point, please contact:
Adrienne Lent
adriennelent@email.arizona.edu
(520) 626-8207.
Creating a Fundraising Letter or E-mail

BTE participants have found letter-writing to be an effective way to let their friends, family, co-workers, business associates, etc. know about their fundraising endeavors.

**Getting Started:** Let your friends know what you are doing and why you are doing it. It can be serious and sentimental or funny and enthusiastic, just write your letter from the heart.

**Make it Personal:** You’ll get out of fundraising what you put into it. Take the time to create a letter that is genuinely YOU. Let your readers know if you are dedicating your participation to a loved one against cancer.
Sample Letter

Dear Family and Friends,

I hope this finds each of you well. I recently decided to train and run my first 5k. Well, I found this organization and I’m going even bigger—a five-miler on 5 April 2015.

If you’re familiar with my background in exercise and fitness, or lack thereof, then you know this will be a challenge. I am doing this as a participant with a program called Better Than Ever (BTE). BTE is a University of Arizona Cancer Center program, which has become a big part of my life over the past season and helped me reach my goals. Over 3,600 BTE participants have raised more than $1.8 million since its inception in 2000. But we aren’t done yet; each year, 7.6 million people die from cancer worldwide. That is not a great number.

It’s time to raise funds for cancer research and I need your support. 100% of the funds you donate in my honor will go directly to cancer research at the University of Arizona Cancer Center in the search for a cure. Every dollar counts no matter how much. Thank you from the bottom of my heart. Your contributions go a long way in helping to find a cure and I would love to see the day where cancer is kicked to the curb permanently!

Online donation is easy and secure. Go to arizonabte.org and click the Make a Donation link to make a donation in my honor. Complete the form and make sure to include my first and last name in the bottom Tribute Information section. If you do make a contribution, please let me know so I can keep track of my fundraising progress.

Every bit helps!

Thank you,
Training

How do I get started?
You’ve signed up for BTE, so you already have! In addition, read through this training packet. It contains a wealth of useful information! Look at the Suggested Training Schedule each day to find the recommended length or duration to walk or run that day.

Do I have to follow the Suggested Training Schedule exactly?
No. This schedule is meant to be a helpful guide in your training. We are all beginning at different levels of fitness, so the suggested starting point may be too easy or too strenuous for you. Listen to your body and adjust accordingly. Also, you don’t have to train on the days designated on the schedule; personalize it, but stick with it! Look at the number of long workouts, moderate workouts, and rest days suggested each week, and then arrange your workouts accordingly. You will feel tired at first, but wait a week or two before you reduce mileage/increase rest. This plan is written with the beginner in mind—you can do it! Remember that rest days are just as important as workout days. There is not a single training formula that will work for everyone, so you must listen to your body.

What are run/walk intervals, and how to I incorporate them in my training?
We encourage the use of run/walk intervals. If you are new to running, start slowly. You may want to start by walking 1 minute and running 30 seconds (repeat this interval for the duration of the workout). As you progress in your training, you may choose to alter these intervals. Some of our participants choose to follow these intervals: Walk 1 minute/run 1 minute or walk 1 minute/run 2 or 3 minutes or walk 2 minutes/run 5 minutes. You should listen to your body and do what works best for you. Take walk breaks early and often! If you have issues with the training send Adrienne Lent, BTE program coordinator a message (adriennelent@email.arizona.edu).

Are the long workouts really necessary if I do the moderate workouts? Yes. If your plan includes the goal event, then it is important to slowly and gradually build up your time, mileage, and intensity so that your body is well-conditioned on race day. Gradually increasing mileage on a weekly basis will gently prepare both your body and mind for race day.

Are the moderate workouts necessary if I do the long workout each week? Yes. Those who walk/run only once each week will struggle to regain their fitness during each workout session. Exercising a minimum of 3 times per week is recommended to maintain your cardiovascular fitness. Exercising 4 to 6 times per
week is recommended for weight loss and optimal cardiovascular conditioning. Please don’t be a weekend warrior!

**I don’t have time to run during the daylight hours, should I just run on a treadmill?**
This is a personal preference. The treadmill can be a great way to complete your miles in the safety/coolness of the indoors. If you do decide to run at night, be sure to wear reflective clothing. Consider a headlight as well; you want both to “be seen” and “be able to see!”

**What about weather?**
Working out in the rain can actually be refreshing and a lot of fun. Our general rule is that we train in the rain, but not if there is lightening. If you’d rather wait for clear skies before heading out the door, keep in mind that it could be raining on race day!

**How fast should I run/walk in training?**
You should go at your own pace. We have team members ranging from 8 to 18 minute mile pace. All are welcomed and encouraged in our group. Fast or slow, the important thing is to be out there! As you progress in your fitness, you will find yourself getting faster—it’s that simple.

**Should I cross-train/What should I do on cross-train days?**
Sure, as long as you get the run/walks in. Our sample schedule has several rest days. If you don’t need one, then go ahead and try another activity: swimming or water aerobics, hiking, weight training, cycling, aerobics, pilates, or yoga are all great examples.

**Should I lift weights?**
Strength training is beneficial for overall health. A properly designed program can also prevent injury. That said, nothing is more effective at making you a better runner than actually running (or walking!).

**Should I run/walk if I am sick?**
Research has shown that the “neck rule” is useful in deciding whether or not to get out of bed on those crummy days. Symptoms below the neck (body aches, chest colds) mean you should stay under the covers. Symptoms above the neck (sinus pressure, sneezing) mean that “toughing it out” won’t pose a risk of prolonging your cold.
What can I do about blister/chaffing?
Blisters are often caused by cotton socks or shoes that are too small. You should have a finger’s width of room at the end of your shoe. Try synthetic socks. Body Glide (or Vaseline) can help to prevent chaffing. You can find it at any running or cycling shop. It is not messy and protects the area.

How many miles can I put on my running shoes?
Approximately 300-500 depending on the shoe. Visit a specialty running shop for more information.

Should I eat before I run in the morning or on race day?
Yes! A better question is “when”? Before serious workouts or races, aim to eat your breakfast 2-3 hours before the event. Running requires a lot of blood going to the extremities, and the body doesn’t appreciate shunting all of that oxygen delivering blood to the stomach.

For daily runs/walks, a granola bar, half-bagel, or some dried fruit just before you head out the door will suffice. You should eat something though; breakfast is, after all, “breaking the fast”. Experiment in the weeks leading up to the race, not that morning.
Suggested Training Schedule — Distance and Time

*Group training sessions are scheduled Monday, Tuesday, Wednesday, Thursday, and Saturday (See page 16 for details). Any training day within the week may be moved to fit your schedule. Train for distance or time, whichever is longer for you.

7K & 8K Suggested Training Calendar

**August/September 2015 - 7K & 8K**

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**Notes:**
- Kickoff on Sun 16
- Cross train or rest as needed.
- Any training day within the week may be moved to fit your schedule.
### October 2015- 7K & 8K

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### November 2015- 7K & 8K

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**BTE Breaks from Mid November and resumes in February but some training groups may still meet. These groups will be posted on the website and included in the weekly newsletter. A suggested winter (February – May) training schedule will be created closer to February.**

*The Pink Ribbon 7K is a BTE mid-season goal race. You are welcome to train for this event only, but we encourage you to continue training. You can run the 5K at the Everyone Runs Veterans Day Race or follow the training plan for the half marathon even if you don’t plan to participate in the race. That way – if you decide you’re ready – you will be able to continue with half marathon training after the 7K event. Remember, the season goes through May. The Lute Olson Center Cancer Run 8K is in February, date TBD.*

Contact us with any questions!
Website: arizonabte.org  Email: uacc-bte@uacc.arizona.edu  Phone: (520) 626-8207
$\frac{1}{2}$ Marathon Suggested Training Calendar

August/September 2015 - $\frac{1}{2}$ Marathon

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<td>cross train or rest</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### October 2015-½ Marathon

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50-60 Minutes</td>
<td>REST</td>
<td>8-9 miles 80-90 minutes</td>
</tr>
<tr>
<td>4</td>
<td>REST</td>
<td>5</td>
<td>40-50 Minutes</td>
<td>6</td>
<td>50-60 Minutes</td>
<td>7</td>
</tr>
<tr>
<td>11</td>
<td>REST</td>
<td>12</td>
<td>40-50 Minutes</td>
<td>13</td>
<td>50-60 Minutes</td>
<td>14</td>
</tr>
<tr>
<td>18</td>
<td>REST</td>
<td>19</td>
<td>40-50 Minutes</td>
<td>20</td>
<td>50-60 Minutes</td>
<td>21</td>
</tr>
<tr>
<td>25</td>
<td>REST</td>
<td>26</td>
<td>40-50 Minutes</td>
<td>27</td>
<td>50-60 Minutes</td>
<td>28</td>
</tr>
</tbody>
</table>

### November 2015-½ Marathon

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>REST</td>
<td>2</td>
<td>40-50 Minutes</td>
<td>3</td>
<td>60-70 Minutes</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>Everyone Runs Veteran’s Day ½ Marathon</td>
<td>9</td>
<td>20 Minute Walk</td>
<td>10</td>
<td>20 Minute Walk</td>
<td>11</td>
</tr>
</tbody>
</table>

BTE Breaks from Mid November and resumes in February but some training groups may still meet. These groups will be posted on the website and included in the weekly newsletter. A suggested winter (February – May) training schedule will be created closer to February.
Better Than Ever – Season 16
REGISTRATION FORM AND PARTICIPATION AGREEMENT

Name: ________________________________

E-mail (communication will come primarily through e-mail):

________________________________________

Address: ________________________________ City: ____________________________

State: __________ Zip: __________ Daytime Phone: (___)________________________

Date of Birth: ____________________________ Sex: M / F

Emergency Contact: ____________________________ Emergency Contact Phone:

____________________

I will participate as a (check all that apply):  c Walker  c Runner  c Runner/Walker

c Cyclist

☐ I have participated in BTE  ☐ I’m new to BTE.

Number of past seasons: ____________________________ How did you hear about BTE?

____________________

My participation will be in honor of ______________________________

Shirt Size (subject to availability, size cannot be guaranteed):  cS  cM  cL  cXL  cXXL

REGISTRATION PAYMENT METHOD: $20.00

☐ Check (payable to Better Than Ever)

☐ Cash (cash received ___)

☐ Credit Card- available with online registration at arizonabte.org)

The BTE registration fee is not transferable, refundable or tax-deductible.

FUNDRAISING GOAL – We ask you to give your best effort to reach and exceed the
suggested fundraising goal. You may make a flat donation, or fundraise over the course of
the season. The season 16 fundraising goal is $250 per person.

BETTER THAN EVER ACKNOWLEDGEMENT AND WAIVER OF RISK

I understand that participation in “Better Than Ever” involves strenuous physical activity, which carries risks of injury and illness. I understand that it is advisable to consult with my personal physician before participating in such activity. In consideration of your accepting my entry, I, intending to be legally bound for myself, my heirs, executors and administrators, acknowledge that I have made my own investigation and that I am on notice of, assume, and accept those risks.

To the maximum extent permitted by law, I release the University of Arizona/Arizona Board of Regents, Arizona Cancer Center, the University of Arizona Foundation and all other individuals and organizations sponsoring, promoting, organizing, or participating in “Better Than Ever,” from liability for any illness, injury or other damages or harm I may suffer as a result of participating in this program.

I consent that any sponsor may use for publicity and/or promotional purposes my name and/or pictures of me participating in this program, without any obligation or liability to me.

I represent and certify that I am over 18 years of age or have the consent of my parent or legal guardian; that I am in appropriate physical condition to participate in this program; and that I have carefully read this Acknowledgement and Waive its contents, and sign it of my own free will.

____________________

Send completed form to: Arizona Cancer Center, Attn: Better Than Ever,
1515 N. Campbell Ave, P.O. Box 245024, Tucson, AZ 85724-5013 or give it to your team leader at your next training session.

Contact: (520) 626-8207 or uacc-bte@uacc.arizona.edu