

Dear Blue Cross Broad Street Run Participant,

In case you have missed it on all of the Social Networks, registration for the 2010 Blue Cross Broad Street Run is now open. We strongly encourage you to register early as the number of runners will be capped at 30,000 for the 2010 race. This is the first time in race history that we will be capping the number of participants and we need you to spread the word to your family and friends who wish to run this year to get registered early if they plan to participate this year. To register visit our website: [www.broadstreerun.com](http://www.broadstreerun.com).

If you have already registered in 2010, thank you.

## **VERY IMPORTANT INFORMATION:**

Once again we will be using a corralled wave start this year so please be sure to enter your ***anticipated finish time*** so that you are placed in the proper corral. Failure to include an anticipated finish time will result in your being placed in the last corral. Please be as accurate as possible when entering the amount of time you plan to run. ***Make sure that you enter the number of hours and minutes when you register. (Not the time of day)***

We must emphasize that the Corral and Wave system is meant for runners to run at a pace with others who plan to finish about the same time. This is a safety issue and we need everyone's cooperation to make this work.

Also make sure that you check off the proper box if you have medical insurance within the family of Independence Blue Cross. Special offers are provided to their members who participate in the race.

### **[Some of Our Proud Partners](#)**

The Blue Cross Broad Street Run is happy to continue our tradition with our loyal sponsors.

#### **[Independence Blue Cross](#)**

Independence Blue Cross is back for its 14th straight year as our Title Sponsor. We urge to go [www.ibx.com](http://www.ibx.com) to learn more about this great Philadelphia Business Leader. We cannot thank them enough for all of their wonderful support over the years and a special thanks to the "Blue Crew" team of volunteers who come out each year to help with the race.

#### **[Philadelphia Newspapers Inc.](#)**

The Philadelphia Daily News has been with the race since the beginning (31years) and we cannot imagine how the race would have been able to grow without their being there as a wonderful partner. Please join their efforts this year with the following offer from their partner newspaper.

Help support the fight against Cancer!

Subscribe to the Philadelphia Inquirer for \$2.12 a week and we'll donate \$1.00 to the American Cancer Society for each subscription.

Order now and receive a complimentary \$10.00 Target gift card as a bonus.

<http://www.pnionline.com/cancer>

### *The American Cancer Society*

The American Cancer Society is the official charity of the Blue Cross Broad Street Run. If you or your company is looking to raise funds as part of your efforts in running the race we urge you to join the fight against cancer, and join The American Cancer Society's Determination Program to raise funds for the cause. For more information, please visit the ACS Determination website:

[www.acsdetermination.org/broadstreetrun](http://www.acsdetermination.org/broadstreetrun)

### *Modell's Sporting Goods*

Back again in 2010, Modell's Sporting Goods continues to be a leader in supporting the efforts of the Blue Cross Broad Street Run and more important the work of the Philadelphia Parks and Recreation Department who owns and conducts the race each year. We urge you to go to [www.modells.com](http://www.modells.com) or any Modell's Sporting goods Store this weekend to see how Modell's is hosting a community weekend March 6,7, and 8<sup>th</sup> to show off their new look as part of their BETTER campaign. Mention the PHILADELPHIA RECREATION DEPARTMENT at the register and we will get 10% of your purchase to support our activities for thousands of participants who use the Philadelphia Recreation Department facilities each year.

### *Dunkin Donuts*

This year we would like to welcome a new Sponsor to the Blue Cross Broad Street Run since we are the largest 10 mile race in America, it is only fitting that we get on board with the America Runs on Dunkin campaign.

We are proud to partner with Dunkin Donuts, the exclusive coffee of the 2010 Blue Cross Broad Street Run. AMERICA RUNS ON DUNKIN.

Keep an eye on future e-mails from the race for more information on this new partnership.

### *Gatorade Endurance Formula*

Gatorade Endurance Formula is back again this year as the official replacement fluid of the Blue Cross Broad Street Run. We are proud of our continued partnership with the leader in this industry.

**[NEW IN 2010 Team Philly Race Training Program Set to Begin](#)**

Looking for a committed group of locals to run with at your pace? Want professional coaching?

This year join TEAM Philly Race Training led by three time Top 5 Blue Cross Broad Street Run finisher and marathon crusher, Head Coach Ross Martinson. While Ross is an elite runner, this 9-week program is geared for beginner and intermediate runners needing to prepare for Philly's empowering 10 mile Blue Cross Broad Street Run and includes: complete training manual, coach led runs on Kelly Drive, interactive group website, guaranteed race registration, dry fit shirt, freebies/discounts, and more

This community program is run by local fitness and wellness businesses: [Philadelphia Runner](#), [Fusion Cross-training](#) and [Excel Physical Therapy](#). The cost is only \$75 and the group will donate a portion to Students Run Philly Style. Don't be a lone wolf, run with the pack. For complete details and to join online click here: <http://www.meetup.com/TeamPhilly>

***DON'T FORGET AND REGISTER ASAP SO YOU ARE NOT SHUT OUT.***

***WALK IN REGISTRATION AT THE EXPO WILL NOT BE HELD THIS YEAR IF WE REACH OUR CAPACITY OF 30,000 RUNNERS BEFORE RACE WEEKEND.***