

## Girls on the Run Media Monitoring Feb. 20-27, 2009

### 1) Nine free resources to help you run like a girl

February 27, 2009

The Prosecco Life Blog: <http://theproseccolife.blogspot.com/2009/02/nine-free-resources-to-help-you-run.html>

Running is one of the best activities around for women. It can be done both indoors and outdoors, solo or with others, quick or slow, in just about any weather and any location, and gives fantastic health benefits. Best of all, beyond a good pair of shoes and a good sports bra, it is practically free! Here are some more free resources to make the most out of running like a girl:

#### [Women's Running Section at Runner's World US](#)

An entire section of online resources specifically for women's running

#### [30 Things Every Woman Should Know About Running](#)

Useful tips and information - some very surprising

#### [Cool Running](#)

Find US-based running clubs, tips, races, a forum and more

#### [Hash House Harriers](#)

The international drinking club with a running problem (for men and women)

#### [Girls on the Run](#)

North American non-profit encouraging healthy and positive self-development for preteen girls

#### [Sweaty Betty Running Club](#)

Free UK women's running club based out of the [Sweaty Betty](#) fitness wear shops

#### [Indie Soup Runner podcast](#)

Free peppy alternative to techno music for running

#### [Map My Run](#)

Free run-mapping tool to mark out distances and keep track of times

#### [Running Skirts Blog](#)

Blog by the sisters/runners who own the company [runningskirts.com](http://runningskirts.com)

### 2) DeVal Presents: 'A Woman's Guide to Winning the Corporate Game'

26 February 2009

[Targeted News Service](#)

DOYLESTOWN, Pa., Feb. 26 – Delaware Valley College issued the following news release:

The business department of Delaware Valley College will be hosting Erin Wolfe on Mar. 11, 2009. She will be presenting a lecture titled "A Woman's Guide to Winning the Corporate Game." The presentation will be held at 10:50 a.m. and again at 1:40 p.m. in Room 114 of Mandell Hall. The lecture is free and open to the public.

Ms. Wolf, currently a managing director at Alvarez & Marsal in Atlanta, has worked for many well-recognized companies, such as Goldman Sachs, Bain & Company, Salomon Brothers and Accenture. With more than 20 years of experience, Ms. Wolf brings a diverse background in strategic management consulting, investment banking and finance, as well as operational and industry experience. She has delivered numerous speeches about women and business, women and sports and Title IX to many diverse groups.

Ms. Wolf sits on the boards of The Atlanta Girls School and **Girls on the Run**, as well as on the advisory boards of Homrich Berg Investment Advisors and The Executive Women of Gozqueta (Emory University's business school). She is also an officer of the Harvard Business School Club of Atlanta.

For more information on "A Woman's Guide to Winning the Corporate Game," please contact Pat Smith, at 215-489-2213. For more information about the Business Department at Delaware Valley College, please visit <http://delval.edu/business>.

### **3) School Digest**

February 26, 2009

*Winnetka Talk Online:* <http://www.pioneerlocal.com/winnetka/schools/1447374,wn-schools-022609-s1.article>

Faith, Hope & Charity

...Winnetka District 36

...Another season of "**Girls on the Run**" is in the planning stages at Crow Island, Greeley, & Hubbard Woods Schools. These sessions for 3rd/4th grade girls will be held this spring. The mission of the program is to educate and prepare girls for a lifetime of self-respect and healthy living. Consult your school's newsletter for specific dates/times and registration.

### **4) Mark your calenders! LUNAFEST is coming to Flag!**

February 25, 2009

*Flagstaff Mama Blog:* <http://flagstaffmama.wordpress.com/2009/02/25/mark-your-calenders-lunafest-is-coming-to-flag/>

LUNAFEST is a national film festival that features short films by, for and about women.

LUNAFEST was established in 2000 by LUNA®, makers of the whole nutrition bar for women to simultaneously promote women filmmakers, raise awareness for women's issues and support worthy women's nonprofit organizations.

- All proceeds from LUNAFEST are donated to charity. 85% of profits are donated to [local nonprofit organizations](#), the remaining 15% goes to LUNA's primary cause partner, the [Breast Cancer Fund](#), an organization dedicated to identifying and advocating for the elimination of environmental causes of the disease.

Join us at the Orpheum Saturday March 28th to see these amazing films and raise money for two incredible non-profit organizations, the [Breast Cancer Fund](#) and [Girls on the Run](#).

### **5) Armstrong Leaves CARA Post**

Posted by Bob Richards

February 25, 2009

*Chicago Runtimes Blog:* <http://chicagoruntimes.blogspot.com/2009/02/armstrong-leaves-cara-post.html>

As you might know by now, Betsy Armstrong has resigned her post as executive director of the Chicago Area Runners Association. She is returning to another non-profit, **Girls on the Run**, an organization she founded. In the meantime, from what I'm told, Bill Fitzgerald is coming in to act as interim executive director.

I am sorry for the lack of posts recently. My computer is on the blink. I am buying a new one. There have been some notable things happening, and I'll try to get up to date soon. I'm on a public library computer as I write this!

Will I see you at the Universal Sole 20-miler on Sunday? Hope so.

## 6) Being Accountable to Ourselves

February 25, 2009

From Puccito Pudding Blog: [http://frompuccitopudding.typepad.com/the\\_values\\_gals/2009/02/being-accountable-to-ourselves.html](http://frompuccitopudding.typepad.com/the_values_gals/2009/02/being-accountable-to-ourselves.html)

How ironic is it that the day after I officially joined a gym I woke up almost unable to move from back pain? I was not laughing for it was not funny ironic. And to be clear, it was not the gym's fault. It was mine.

So, after our one-week trial at the gym my husband, son and I decided to join for a year. This was not an easy decision for me for in our basement we have a treadmill, recumbent bicycle, a universal weight machine, many dumbbells and a few other gadgets to help us stay fit. Why did we need to join gym? I was not sold on the idea but was trying to keep an open mind for my husband felt like it would be a good motivator and would offer us some diversity with our exercise. He thought we'd be more motivated if we had more options for our workouts – more and nicer weight machines, more aerobic options, classes we could take, etc. I was actually pretty good at using our basement workout stuff so to me the motivator would be the monthly fee – as a matter of fact, I was thinking that if we joined I would probably work out twice a day to make sure I got my money's worth.

In the end I was probably more of a supporter of the membership than my husband or son. I went to my first trial session, met with a trainer and did the workout he planned for me. I felt great until the next day when I hurt like I can't recall ever hurting before (not my back). That is part of what sold me – the pain. Clearly just about every part of me needed a little help or I wouldn't be hurting so badly, right? But I *did* like the diversity that came with the gym membership – I could do many different things, things I could not do with what was in our basement. I know I will still use the basement - the treadmill and the bike - on days when I am stretched for time or maybe feel like being alone working out versus with people at the gym but I am looking forward to getting into a routine and getting into better shape. But the gym is out of my comfort zone. I like to exercise alone – whatever the exercise I just prefer to do it alone. I told my trainer this when I was in for my orientation. He gave me some tips on feeling more 'alone' at the gym – times to come when it's less crowded, ways to “zone out” while I'm there. I'm determined, however, to become stronger and more fit so I'm going to step into that discomfort zone. It will take determination, perseverance, courage and accountability. The monthly fee will help with all of these – I don't like wasting money but that alone can't do it. I've got to find it in me. I know I will. I am a happier person when I feel good about myself. And I feel better about myself when I'm exercising, when my jeans don't feel too tight and when I don't get winded going up to bed at night. Happy is important. When I'm being a slug I notice I'm a little moody – a little more sensitive, a little snappish. Happiness is a main driver of this decision. I've noticed in this short time as gym-goers that my husband and son also are happy when they have worked out. They talk about it – how it made them feel. They are into it. My daughter is too young to join but she is even into it – jump roping in the basement and riding the bike and she is extra excited about her next session with her **Girls on the Run** program that starts next week. How about that – doing something that is good for us is making us happy!

### 7) In Your Schools - Feb. 23, 2009

The News & Advance, Lynchburg, Va.  
McClatchy-Tribune Regional News  
23 February 2009  
[The News & Advance \(MCT\)](#)

...SCHOOL HAPPENINGS

Amherst County

...Pleasant View Elementary School

Feb. 24 and 26: **Girls on the Run**, 3:30 to 5 p.m.

### 8) A Great Opportunity to Make a Difference

By Lisa Ray

February 23, 2009

Cross-fit Flagstaff Blog: <http://crossfitflagstaff.typepad.com/home/2009/02/a-great-opportunity-to-make-a-difference.html>



Do you know someone, or are you, a healthy, positive woman over 18 who loves to run and would love to accompany a girl at her pace as she reaches her goal of completing an untimed, noncompetitive 5K? The spring season of **Girls on the Run** has begun and over 80 girls will need a Running Buddy to support and encourage them during the New Balance **Girls on the Run** 5K on May 2, 2009 at Buffalo Park in Flagstaff, where everyone is #1! Running Buddies attend a one-hour **Girls on the Run** orientation, a practice 5K session with their girl and her team, and the final 5K. To learn more about volunteering contact Stephanie. The mission of **Girls on the Run** of Coconino County is to educate and prepare girls for a lifetime of self-respect and healthy living. Check out their website for more information about their programs.

CrossFit Flagstaff! We have girls who are participating in this program and in this run! Let's get out there and support them!

### 9) Skin Care for Athlet us is proud to announce the sponsorship of Team Colavita Professional Cycling Teams

February 23, 2009

Yatemp Blog: <http://www.yatemp.com/skin-care-for-athlet-us-is-proud-to-announce-the-sponsorship-of-team-colavita-professional-cycling-teams>

The company is measured by impact on employees, community and the environment. Skin Care for Athlet us celebrates Skin Care Awareness Month with the Wysi Wipe and free product samples with every order. This is the month to take note of the skin care regimen and what you put on it as the skin is the first

place where signs of aging begin to show. Each year Inside Triathlon magazine makes picks for the top items for the multi-sport athlete. Team Colavitas Regional Teams will be sponsored for the 2009 season.

**Girls on the Run** is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. Visit the site to contribute to this great organization and contribution to girls in sports. Skin Care for Athlet us will, be included in the gift bags of this years top female athlete honored at this exclusive event to be held on October 14th at the Waldorf Astoria in NYC. Skin Care for Athlet us unveils new exhibition booth at the 2008 SOHO Expo. Skin Care for Athlet us will be exhibiting at the SOHO Expo in Orlando, FL. This regional tradeshow exhibits natural products for the South Eastern Region. Skin Care for Dogs is an all natural topical lotion that provides fast relief for skin irritations, callus build-ups.

This product uses the PENto CORE penetration system and it is covered by a US patent. Skin Care for Dogs is effective on skin problems including hot spots because it uses the following unique 4 stage system

For more information about Skin Care for Athlet us is proud to announce the sponsorship of Team Colavita Professional Cycling Teams see also the following links:

[First Aid Kits and Chemical Skin Care](#)  
[Taking Care of Your Skin](#)

## 10) Every school, every week

By Melanie Muse Moore

February 22, 2009

[Asheville Citizen-Times Online: http://www.citizen-times.com/apps/pbcs.dll/article?AID=2009902220319](http://www.citizen-times.com/apps/pbcs.dll/article?AID=2009902220319)

What's happening at your school?

...ASHEVILLE CITY

...6 p.m. Tuesday; Hillcrest Enrichment Center, 6 p.m. Wednesday; Stevens Lee Community Center, 6 p.m. Thursday. Supplemental Education Services Tutoring Program meets 3-4 p.m. every Monday and Thursday. **Girls on the Run** meet 2:30-4 p.m. Wednesdays, in the gym. Parent/teacher conferences are ongoing; if you haven't scheduled one yet, make an appointment with your child's teacher.

## 11) Atlanta Running

*Explore all things great about running in Atlanta... routes, road races, and gear.*

February 21, 2009

[Atlanta Running Favs Blog: http://atlantarunningfavs.blogspot.com/2009/02/fundraising-through-facebook.html](http://atlantarunningfavs.blogspot.com/2009/02/fundraising-through-facebook.html)

[Fundraising through Facebook](#)

As part of my participation in this year's ING Georgia Half-Marathon, I decided to join Team Tiara to raise money for **Girls on the Run Atlanta (GOTR)**. Through its running programs, GOTR fosters self-confidence and a healthy lifestyle among young girls. Girls ages 8 to 13 are eligible to participate. Programs are offered at local schools, YMCAs, and Girls, Inc. sites. As a mother of a young girl, I can really relate to the ideals of this organization.

By joining Team Tiara, I'm committed to raising at least \$262 for **Girls on the Run**. It's been quite a while since I've had to solicit money for a race. In the past, I would have pleaded for donations from family members or co-workers through phone calls or posters displayed in my office. This time, I'm going to turn

to [Facebook](#). Since joining the social networking site last year, I've re-connected with college and high school friends to grow my personal network to over 100 people. If just half of my Facebook friends contribute \$10 each, I'll raise \$500. The Facebook e-mail is going out today. Wish me luck.

If you like this blog, please consider helping me support **Girls on the Run** by donating at my [fundraising page](#).

This week's route is the 11-mile route I ran this morning from [West Stride](#). You can find the route at Map My Run under my group [Atlanta Running](#).

## 12) Girls on the Run + One Brick = AWESOME!

February 21, 2009

One Brick Chicago Blog: <http://onebrickchicago.wordpress.com/2009/02/21/thank-you-for-another-great-event/>



Thank you to all those who came this week for another great event with **Girls on the Run**. Your time and hard work is invaluable as well as greatly appreciated. Without your help, coaches would not be as prepared as they could be this running season. You all rock!!!

Pics have been posted so check them out [HERE](#).

## 13) Just The Girls

February 21, 2009

Angel A. Connor Blog: <http://angelaconnor.blogspot.com/2009/02/just-girls.html>

This morning my husband was getting ready to go play with the boys (paintball!) so that meant it was just the **girls on the run** today. I am so proud that I kept up with running every other day since last Sunday. What an accomplishment compared to the last two months!

Today was cold but not windy, and I warmed up quickly and had to start peeling the layers off. I had Laura in the stroller and Moxie on the leash. Moxie got a bath yesterday and was inside all day, so she was ready for some action today! She really kept me moving quickly at the beginning. She usually mellows out about halfway through, but today she was strong until the very end when I wrapped her leash around the jogging stroller and made her help me pull Laura up the "hill" leading up to our house. I sprinted the last few houses and was very satisfied that she was running behind me.

We did a slightly different course today, a combo of parts of my two regular courses, so I have no idea how far I went. I ran for 23 minutes so I'm guessing at least 2 miles, which is good. I think later I will give into temptation and go map the course in my car. Running today wasn't my easiest or best run ever, but I

did notice that I really didn't struggle as much as usual. Could it be that I'm finally getting back to the point where 2 miles is a doable run? And will I someday run enough each week that it will merit a mileage chart like Patty and her friends have on their blog?? I hope so!!

#### 14) Carolina Film and Video Festival Showing Feb. 25-28

By Lanita Withers Goins, University Relations

February 20, 2009

UNC-Greensboro Online: <http://www.uncg.edu/ure/news/stories/2009/feb/film022009.htm>

Contact: (336) 334-3890

GREENSBORO, N.C. – The 2009 Carolina Film and Video Festival will light up the big screen with offerings from emerging and independent filmmakers Wednesday through Saturday, Feb. 25-28, at UNCG.

The annual, student-run festival will highlight 33 independent short and feature films chosen from more than 200 submissions, some from as far away as Venezuela, Israel and South Korea. Films will be shown at two locations: Elliott University Center and the Carousel Luxury Cinemas at 1305 Battleground Ave.

Highlights of this year's festival include the world premiere of "Watermelon Man" by director Clara Bellar at 7 p.m. Friday, Feb. 27 in the EUC, and the North Carolina premier of "Remarkable Power!," which will be shown at 7 p.m. Wednesday through Friday, Feb. 25-27, at the Carousel.

"Remarkable Power!" is a feature-length film about a scheme concocted by a late night talk show host who is about to lose his show and the fame that came with it. The film features Kevin Nealon, Tom Arnold, Nora Zehetner, Christopher Titus and Evan Peters.

Awards will be given to entries in six categories: screenplay, narrative, documentary, experimental/animation, North Carolina filmmakers and high school filmmakers. The competitive screening winners will be announced as part of the 7 p.m. special winners' celebration at the Carousel Saturday, Feb. 28. "**Girls on the Run**," written by Lukas Hassel, is the winner of the screenplay competition.

For those interested in the craft of filmmaking, the festival will also host free workshops by industry professionals Thursday and Friday, Feb. 26-27, including one by UNCG faculty member Wynn Padula at 11 a.m. Thursday, Feb. 26.

Ticket prices for EUC showings are \$5 for the public and \$4 for students. Tickets can be purchased from the University Box Office at (336) 334-4849. For additional ticket and schedule information, visit [www.carolinafilmandvideofestival.org](http://www.carolinafilmandvideofestival.org), [www.carouselcinemas.com](http://www.carouselcinemas.com) or call (336) 334-4197.

#### 15) Triangle area: Girls on the Run Shop for a Cause event

February 20, 2009

Mojo Mom Blog: <http://mojomom.blogspot.com/2009/02/triangle-area-girls-on-run-shop-for.html>



If you are in the Triangle area, I hope you'll come out for the "Girls Night In Shop for a Cause" event at Nordstrom, benefiting **Girls on the Run**.

[Girls on the Run](#) enacts a mission of educating and "preparing girls for a lifetime of self-respect and healthy living" through groups that combine running and self-esteem education.

Last year I was the invited speaker at this event at Nordstrom, and it was really fun. This year I plan to attend as a guest, and I'll get to shop and sample the goodies this time.

The invited speaker this year is Pam Saulsby, WRAL Anchorwoman and Singer. Pam will speak and sing to the topic, "Finding the Joy in Yourself!"

The event will take place Sunday night, March 1, at the Nordstrom at the Streets at Southpoint in Durham. The party runs from 7:30 to 10:00 pm and the store is only open to this private event.

Tickets are \$30, [available online from Girls on the Run](#) through February 25. You must buy ticket in advance; no tickets are sold at the door.

Nordstrom puts on a really nice party for this private shopping event to benefit this worthy cause. Get your girlfriends together and come on out!