

FOR IMMEDIATE RELEASE

**TEAM PHILLY Race Training Created to Promote Long-Term Healthy Living Among Philadelphians**

*Comprehensive training program for the Blue Cross Broad Street Run; Philadelphia Marathon is first of its kind*

**PHILADELPHIA, PA** – February 8, 2010 – The newly launched TEAM PHILLY Race Training is a comprehensive training program, unlike any other currently available in Philadelphia, for the 2010 Blue Cross [Broad Street Run](#) and [Philadelphia Marathon](#). Endorsed by the City of Philadelphia, TEAM PHILLY Race Training is designed for beginner and intermediate runners and includes coached group runs, educational workshops, a training manual and much more.

“There is a big need to promote healthy-living in Philadelphia, and training for a race is a great, motivational way to do that,” says Sarah Walmsley, one of the founders of TEAM PHILLY Race Training and vice president of marketing at Excel Physical Therapy and Fitness. “There are so many Philadelphians who have a desire to train for a distance race, but are unsure where to start. This training program is designed with those individuals in mind.”

TEAM PHILLY Race Training is a comprehensive training program unlike any other in Philadelphia. Created by three local health and wellness companies, [Excel Physical Therapy and Fitness](#), [Fusion Cross-Training](#) and [Philadelphia Runner](#), the program combines the expertise of each to create a multi-faceted training program that addresses all aspects of training for distance running. Excel Physical Therapy and Fitness will provide participants with injury prevention techniques and free injury screenings; Fusion Cross-Training will offer runners strength training workouts to help keep runner’s bodies strong and agile; and Philadelphia Runner will help guide participants to choose the most appropriate gear for their running style and physical needs.

Participants of TEAM PHILLY Race Training will also have the exclusive opportunity to train with elite head coach Ross Martinson, co-owner of Philadelphia Runner, multiple Top 5 Finisher of the Blue Cross Broad Street Run and Boston Marathon participant where he took 23<sup>rd</sup> place.

“Training for distance runs takes dedication, structure and motivation and this unique training program has been created to provide all of these elements,” says Ross Martinson.

“Members of TEAM PHILLY Race Training will be involved in the most comprehensive training program available in Philadelphia. With the specialized expertise of the three partners, beginner and intermediate runners can feel confident that they can accomplish their physical goals in a safe and guided way,” said Gavin McKay, another founder of TEAM PHILLY Race Training and owner of Fusion Cross-Training.

Interested participants can join TEAM PHILLY by visiting their [MeetUp.com](https://www.meetup.com/TeamPhilly) page ([www.meetup.com/TeamPhilly](https://www.meetup.com/TeamPhilly)). The cost for the Blue Cross Broad Street Run training program is \$75 and runs from February 27<sup>th</sup> to race day, Sunday, May 2<sup>nd</sup> and includes guaranteed race registration, complete training manual, kickoff workshop, weekly coached runs on Wednesdays and Saturdays, weekly running tip emails, discounts to Philadelphia Runner, free week of Fusion Cross-Training sessions, one free sports medicine screening with a local sports medicine physician and a Dri-fit “TEAM PHILLY” jersey. One third of the profits will benefit [Students Run Philly Style](#), a program that offers marathon training to help young people succeed in life.

A kick-off meeting for TEAM PHILLY Race Training will take place on Saturday, February 27<sup>th</sup> at [Lloyd Hall](#) along Kelly Drive at 9AM. For more information visit: [www.meetup.com/TeamPhilly](https://www.meetup.com/TeamPhilly) or contact Sarah Walmsley at 267-202-1192.

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