

# TOUGHSTUFF

THE OFFICIAL NEWSLETTER OF TX TOUGH

VOL. 1, NO. 1 • JANUARY 8, 2009



**TX TOUGH**  
RUN. SWIM. BIKE.



## RUN WITH A MISSION

Relay teams can choose to compete for a \$25,000 prize purse while raising money for Children's Medical Center  
**BY TONY FAY**

*Want to participate in North Texas' most unique running event and raise money for a great cause?*

Then lace up your running shoes, find some friends or co-workers, and sign up for the TX TOUGH Ultra-Relay.

TX TOUGH'S inaugural Run Stage features a 50k (31 mile) Ultra-Relay and a 3-mile fun run. The event takes place Sunday morning, March 29 at 7:30 a.m. at the Cotton Bowl in Fair Park. All relay exchanges and finishes of each leg take place on the Cotton Bowl field, ensuring an unforgettable experience for runners, and a fun viewing experience for friends and family.



**TX TOUGH**  
ULTRA RELAY

  
children's  
MEDICAL CENTER  
The One for Children<sup>SM</sup>

The Ultra-Relay is a mixed distance format: three 10k and four 5k legs. Teams can be comprised of 4-7 runners, allowing participants the option to run or walk more than one leg of the Relay for their team. A \$25,000 prize purse will be divided among the Top 20 finishing relay teams for those teams wanting to compete.

"We're excited about the TX TOUGH Run Stage," said founder Joel Williams. "We launched TX TOUGH in September with a cycling event that far exceeded our expectations. Our idea is to create a series of large-scale events dedicated exclusively to raising money for Children's Medical Center. Each stage of TX TOUGH is produced at a different time of year — the Run in March, Swim in June, and Bike in September. This offers people an opportunity to choose what they want to do, and they may participate in one, two, or all three of the stages. All stages promise to provide a great atmosphere, great food, and live



## COOPER AEROBIC CENTER TEAMS UP WITH TX TOUGH

When it comes to personal fitness and overall wellness, there is not a more decorated and recognized authority in the world than Dallas' own Dr. Kenneth Cooper, founder of the Cooper Aerobic Center. Since its inception in 1985, thousands of men and women have reduced the risk of serious heart disease and stress-related illnesses by using life enhancement strategies designed by Cooper. Equally important are the on-site Fitness Centers. Now with two locations (Dallas and Craig Ranch), you have access to more than 25 of the most experienced professional trainers in the country who are able to design customized programs focused on your specific strengths and needs.

We are excited about the partnership with the Cooper Aerobic Center and beginning January, our newsletters will contain training tips from the Cooper Professional Training Staff to help you get ready for the TX TOUGH stages you participate in during 2009. They will also create various training programs for download at [www.txtough.org](http://www.txtough.org). You will want to look for the training tips and apply them to help you train and improve your quality of life.

— Geoff Godsey

## RUN WITH A MISSION CONT.

music — making them fun for friends, families and co-workers.”

All participants are asked to make an individual pledge to raise \$300 by November 15, 2009 — with 100% of the money raised by each participant going to Children’s Medical Center. Additionally, each individual team has the opportunity to choose the program, service or clinic at Children’s they would like to support. Children’s Medical Center has more than 50 sub-specialty programs in a range of areas that provide valuable, life changing care for kids.

“You don’t need to be an accomplished athlete to be a part of TX TOUGH — all you need is to care about children,” said Williams. “This is a great opportunity to make a difference. It really is North Texas’ most unique running event”

For more information visit [www.txtough.org](http://www.txtough.org).

**BIG SUCCESS:** The initial TX Tough stage, the September cycling event, raised over \$325,000 for Children’s Medical Center.



## TX TOUGH CHALLENGES RUNNERS AND LEAVES THEM OUT OF BREATH AT WHITE ROCK MARATHON EXPO

Dec. 12-13, TX TOUGH turned the White Rock Marathon EXPO into a battle ground of man vs. machine, giving runners an opportunity to find out just how Tough they are. As part of promoting the upcoming TX TOUGH Ultra Relay & 5K, runners had the opportunity to challenge themselves on a Nordic Track Incline Trainer. The challenge format is simple, the treadmill is set at max Incline (50%) and max speed at incline (6mph). The objective is to last as long as you can. Interested in seeing how you’d hold up. Look for us at the Cowtown Marathon Expo in Fort Worth this February 27-28.

