STILL TIME TO SIGN UP! *VISIT EPPIESGREATRACE.ORG*

How to Be GREAT

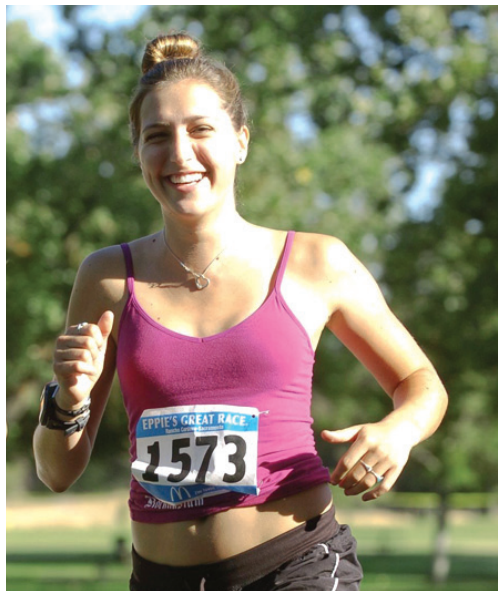
EPPIE'S GREAT RACE

JULY 18, 2015

EPPIE'S GREAT RACE®
"THE WORLD'S OLDEST TRIATHLON"® est. 1974

A SPECIAL ADVERTISING SUPPLEMENT



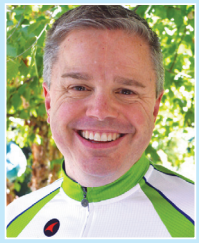






A LETTER FROM *George Johnson*

Chair of the Eppie's Great Race Foundation



Eppie's Great Race is a family tradition. It started with my father, Eppie. Now that he's gone, responsibility for upholding this tradition falls to me and others in the Johnson family.

We are all so touched by how many other families have made the race your tradition, too.

Last year was the first Great Race without Eppie. It was so different not having him there, so emotional at the start line. Yet, support from the community has continued, which is very humbling, but also very exciting.

I used to take the tradition for granted. After all, I was just 6 when the first race took place. It's gone on every year since 1974 — one of the longest continuous charitable events.

What I realize, now that I'm older, is there are not a lot of "Remember when?" events still happening. Eppie's Great Race is one of them. That's pretty amazing.

When my dad got out of the restaurant business, he always thought his restaurants would be his legacy. I told him the race would be. It's such an honor to keep Eppie's Great Race moving forward.

For more information regarding the Eppie's Great Race Foundation, please check: EppiesGreatRace.org.

Eppie's Great Race thanks partner Lighthouse Strategic Advisors for supporting Eppie's Great Race Foundation: lighthouse-sa.com

Do You Know Eppie's?

by Evan Tuchinsky

Beloved race seeks new participants — and there's still time to sign up!

If you've lived in the Sacramento area for any length of time, you've probably heard of Eppie's Great Race. "The World's Oldest Triathlon" is a Sacramento tradition, at 42 years and counting, with the next running held Saturday, July 18, on the American River Parkway.

But what do you *really* know about Eppie's Great Race? For instance, did you know ...

Eppie's isn't just for uber-athletes: Eppie's is a "no swim" triathlon consisting of a 5.82-mile run, a 12.5-mile bike ride, and a 6.35-mile paddle on the American River. If you already have a regular fitness routine, you can step up your efforts and be prepared to participate in just a couple of weeks.

Eppie's is a fundraiser: The event is important, not just for the thousands of participants, but also for Sacramento County Therapeutic Recreation Services, the beneficiary of Eppie's Great Race. Eppie's Great Race is wholly nonprofit. Proceeds go to funding this program for children, teens and adults who have disabilities or special needs. TRS, serving more than 15,000 individuals a year, relies on race proceeds for a full quarter of its budget.

Eppie's is world renowned: It's recognized as the "World's Oldest Triathlon." It holds the distinction of becoming the first event inducted into the California Park & Recreation Society District 2 "Hall of Honor" as a "Regional Treasure." It's also the largest one-day paddling event in the United States!

Eppie's is a family tradition: Local restaurateur/entrepreneur Eppie Johnson founded the race in 1974. Since then, the annual event has become a tradition for locals, and even people half a world away. Eppie's draws elite athletes, fitness enthusiasts, and casual competitors — some alone, some with their families, some with friends, some on teams. Despite Eppie's Johnson's passing in 2013, his children are continuing this tradition, ensuring Eppie's Great Race will continue to be part of the fabric of Sacramento for generations to come.

Eppie's isn't afraid of the drought: Will there be enough water for competition? Rest assured, there will be! Every summer water control authorities increase water flows to regulate the salinity level in the Delta. This controlled water release raises the overall level of the American River, which has a positive effect on all American River Parkway water-based activities and events (such as Eppie's Great Race). The water level projections for July 2015 indicate the American River will be very good for Eppie's Great Race and other July water events.

Eppie's is high-tech: Participants receive electronic chips for computerized timing. This system allows racers to see split times and overall times, while also broadcasting the information via social media and text messages.

Eppie's has swag: We know ... ran that, got the T-shirt. Eppie's Great Race has T-shirts, too; but this year the race has expanded its apparel to include custom gear for cycling and running. The Team Store opened in June and will remain open after the race.

Eppie's has partners: Eppie's Great Race is only possible through the support of key sponsors, donors, volunteers and participants! Partners such as Gold Sponsors: **Erdinger, California Family Fitness, Marcus & Millichap, the City of Rancho Cordova, Lighthouse Strategic Advisors**; among others, ensure Eppie's can execute an excellent and fun event every year! See the backpage of this supplement for a list of 2015 EGR partners; and there is still time to add more! Check eppiesgreatrace.org/sponsor-vendors/ and partner with Eppie's today!

Mark July 18, 2015 on your calendar. Racing starts by 8 a.m. Even if you don't compete, there's plenty to see — plenty to experience — at the American River Parkway during Eppie's Great Race!





IN MEMORY OF *Sharon Gould*

This year's Eppie's Great Race will be run in memoriam of Sharon Gould. Sharon passed away of cervical cancer on Nov. 21, 2014. She was a loving, caring wife, daughter, sister, mother and loyal and devoted friend. Sharon was a lifelong proponent of kids' health and fitness, as well as a multi-year participant and media relations leader of the annual Eppie's Great Race and Eppie's Kids Duathlon.

To learn more about Sharon and the Eppie's Kids Duathlon Scholarship established in her honor, please check: eppieskidsduathlon.org.

Race to the Future

Special transponder tracks progress and sends out updates

by Mike Blount

No, it isn't a fashion statement. The ankle band that everyone will wear at this year's Eppie's Great Race is an excellent technological advance that will keep track of their progress. The transponder — provided by the company ChronoTrack — contains a special chip that captures when racers reach their transitions, certain key points and, of course, the finish line. At each point, the times will be sent out to each participant's social media and other accounts. That way, everyone on Facebook and Twitter can digitally see their progress. It also can send out texts to up to four phone numbers.

Eppie's Great Race Foundation Chair George Johnson says chip timing is a great addition.

"Friends and family love to keep track of what each other are doing," Johnson says. "It's the way we interact in our lives. We're hoping it will also help motivate others to participate in the race next year."

Johnson says several other race features will add to the overall experience. Everyone will get a 10-second video of themselves crossing the finish line, as well as several pictures taken throughout the course, to share with their friends and family. This year is also the first to have all registrations managed electronically, which makes it more convenient for participants to register.

"We're always trying to employ the latest and best technology for our participants to get the most out of our race," Johnson says.

"The World's Oldest Triathlon" is proud to incorporate the newest racing technology into the 2015 Eppie's Great Race!

For more information regarding EGR technology — or up-to-date Eppie's reports and announcements — please check Eppie's partners at NewsRadio KFBK: www.kfbk.com. For more information in Spanish, please check: univisionsacramento.univision.com.



An ankle transponder keeps track of participants' progress and sends out status updates to social media websites like Facebook and Twitter.
PHOTO COURTESY OF EPPIE'S GREAT RACE

How to Eppie's

If you're gearing up to participate in Eppie's Great Race for the first time, here are some basic tips and information to help you get started.

Visit www.EppiesGreatRace.org for more great info!

Training for Eppie's Great Race – from California Family Fitness

BY ROBERT KRAM, DIRECTOR
OF FITNESS FOR CALIFORNIA FAMILY FITNESS

Eppie's Great Race, "The World's Oldest Triathlon," is a fun and challenging Sacramento summertime tradition for people of all fitness levels. For those who dare to participate in one or all three legs — including a 5.82-mile run, a 12.5-mile bike and a 6.35-mile paddle — adequate training and preparation is required to ensure a safe and fun race.

Hydration: In preparation for the big day, make sure you adequately hydrate. You will be competing in very warm temperatures, so you will need to be prepared to head off dehydration. Dehydration can induce fatigue, reduce athletic performance, and increase risk of heat-related injuries such as heat stroke and cramping. Make sure you drink plenty of water during the days leading up to the race, during the race, and after to ensure a positive experience. Try water or electrolyte-enhanced sports drinks to regulate fluid loss during the event.

Cross Training: Regardless of whether you are competing as an Iron Man or Woman, or just tackling a leg of the race, cross training is critical to race success. Cross training is an exercise regimen that leverages several forms of training to improve performance. Cross training can reduce risk of injury, enhance weight loss, eliminate boredom and improve total fitness and strength. Change up your workout routine every time you head to the gym by trying a new form of exercise or fitness class to keep your body guessing and improve performance.

Strength Training: Preparation should also include strength training. The stronger participants become, the more efficient their running, bicycling and paddling will be. Strength training exercises can include leg and core workouts to benefit running and cycling activities, and back workouts for rowing down the American River. Programming strength training to be progressively more difficult, with minimal rest between sets is ideal.

The possibilities are endless for effective training programs, but the most important thing is to be consistent and keep good form. I recommended seeing one of California Family Fitness' (CFF) Certified Personal Trainers to design a program ideal for your current physical ability and goals. If you are interested in a small group environment to keep you motivated, CFF's Body Fit classes are a great way to cross train for the big event.

For more information on CFF training programs, visit www.CaliforniaFamilyFitness.com.

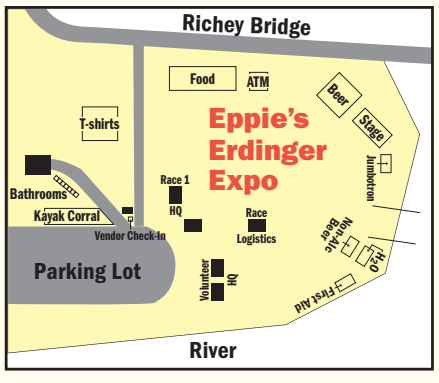
EPPIE'S GREAT RACE

Expo & Packet Pick-Up Party

Two Days of Fun for the Whole Family!

Each year, Eppie's Great Race hosts an expo area near the Eppie's finish line at River Bend Park in Rancho Cordova. At the Eppie's Great Race Expo, held Friday from 4-8 p.m. and Saturday from 7 a.m. to 1 p.m., participants, volunteers, spectators and partners can find important information, pick up registration packets and numbers, pick up volunteer and participant shirts, buy Eppie's Great Race signature workout gear, enjoy a wide variety of food and drink, and browse partner booths and vendor wares.

On Friday night, longtime Eppie's partner The Old Spaghetti Factory provides pasta, salad, bread, drink, etc., for Eppie's annual "Carbo-Load" and race Packet Pick-Up Party. In addition to the great food and libations, Eppie's Expo attendees enjoy great music and entertainment, giveaways and raffles, photos and slides from previous Eppie's Great Races, and more!

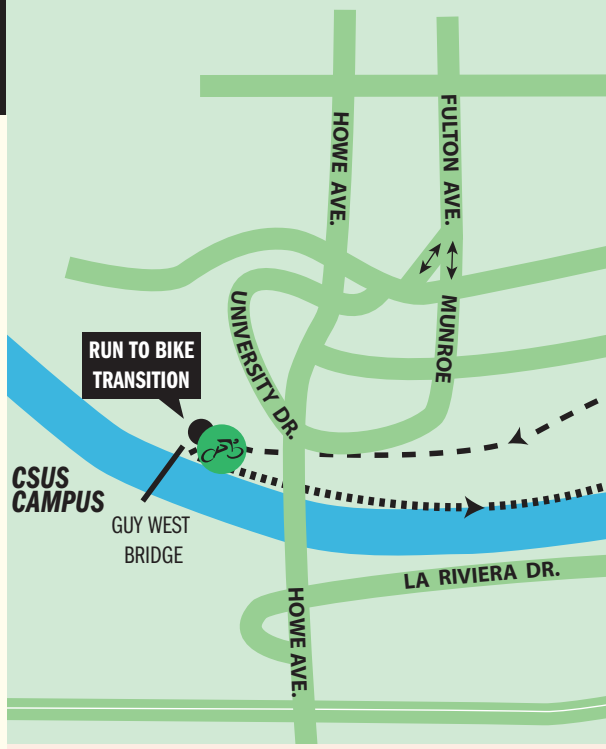


Then on Saturday, everyone related to Eppie's will enjoy awesome food and drinks, exhibits, live music and entertainment and more at the Expo! While relaxing under the trees in beautiful River Bend Park, spectators can witness Eppie's racers as they cross the finish line, displayed live on the Eppie's Jumbo-Tron Screen. Participants will also find the race results posted in this area – and will enjoy the announcement and medal presentations to the Eppie's winners on the Expo stage.

For further information regarding Eppie's Carbo-Load food partner, The Old Spaghetti Factory, please check: www.osf.com.

For more information regarding some Expo beverages served, please check partner Erdinger at: www.erdinger.de/en/erdinger-weissbier-company/brewery.html.

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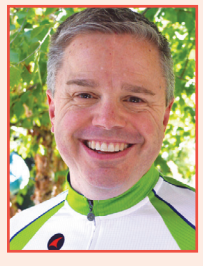


NAME:
Melissa Cabral

OCCUPATION:
Reporter, KMAX TV "Good Day Sacramento", KOVR TV, and CBS 13

TEAM ROLE:
Runner

WHY SHE COMPETES IN EPPIE'S GREAT RACE:
"It's a great tradition in Sacramento and I'm excited to challenge myself in a new way."



NAME:
George Johnson

OCCUPATION:
President of Eppie's Gr
Race Foundation and t
son of race founder,
Eppie G. Johnson

TEAM ROLE:
Cyclist

**WHY HE COMPETES I
EPPIE'S GREAT RACE:**
"Eppie's Great Race is
a fun event that shows
our amazing American
Parkway while supporti
a wonderful program ca
Therapeutic Recreation
Services!"

EAT RACE®

RIATHLON"® est. 1974

MAP



Each year prior to Eppie's Great Race, a three-person team and two individual participants set the time-to-beat for race day. All race participants who beat the Great Team's pace-setter time will receive a free breakfast coupon for IHOP Restaurant. Special thanks to Eppie's partner IHOP Restaurants for their continued support: **www.ihop.com**.

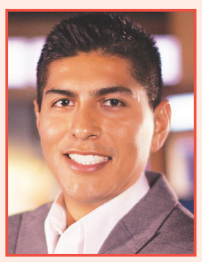


NAME:
Richard Sharp

OCCUPATION:
Reporter, KCRA TV and My58

TEAM ROLE:
Paddler

WHY HE COMPETES IN EPPIE'S GREAT RACE:
"I'm excited to participate in such a fun race. It's an honor to be a part of the Eppie's Team. I look forward to seeing you on the water."



NAME:
Angel Preciado

OCCUPATION:
Senior Producer/Editor, Univision Communications

TEAM ROLE:
Iron Man

WHY HE COMPETES IN EPPIE'S GREAT RACE:
"I compete in EGR to show my kids by example that they can do anything they want with hard work and a little perspiration."



NAME:
Michelle Gaskill

OCCUPATION:
Associate Producer, KXTV News 10

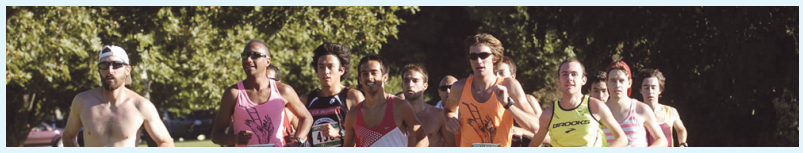
TEAM ROLE:
Iron Woman

WHY SHE COMPETES IN EPPIE'S GREAT RACE:
"Eppie's Great Race physically pushes me to my limits while connecting with the community I grew up with."

Thank you to Eppie's partner Robert W. Baird & Company/Elliot Schmitt Group for supporting Eppie's Great Team: bairdfinancialadvisor.com/elliottschmittgroup.

RACE ROUTE

RUNNERS 5.82 MILES

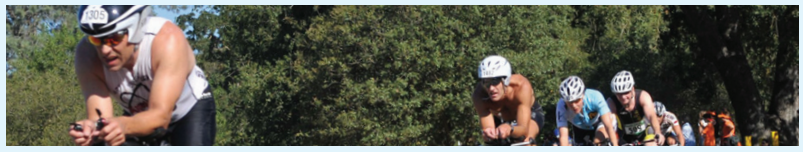


Start on the American River Parkway bike trail near the bridge at William Pond Recreation Area. Proceed on bike trail west for about two miles. Leave the bike trail and proceed on the up-ramp to the levee near Rio Americano High School, and go west on the levee to Watt Avenue Bridge. Take the down-ramp off of the levee, proceed under the bridge and take the up-ramp to the levee. Continue west on the levee and go under Howe Avenue Bridge, continuing to the Guy West Bridge. At the Guy West Bridge, take the down-ramp directly to the bike staging area and make your hand-off to the cyclist.

To learn more about regional running clinics and races, please check Eppie's partner Capital Road Race Management: www.capitalroadrace.com.

For more information regarding excellent running clothing, shoes and equipment, please check Eppie's partner Dick's Sporting Goods: www.dickssportinggoods.com.

CYCLISTS 12.5 MILES



Start from the Guy West Bridge hand-off area. Proceed east on the bike trail to the Richey Bridge. Cross the bridge and proceed through River Bend Park. Follow the bike trail east to the Sunrise Avenue Footbridge. Get off of your bike and run onto the pedestrian bridge to make the hand-off to the paddler.

For further information – and to receive a free, bike inspection for Eppie's Great Race – please check Eppie's cycling partner Performance Bicycle Works: www.performancebike.com/sacramento.

For more information on regional cycling events, please check Eppie's partner, Cycle CA Magazine: www.cyclecalifornia.com.

PADDLERS 6.35 MILES



Start near the Sunrise Avenue Footbridge hand-off area, and paddle down to the River Bend Park landing area. All paddlers will then exit their watercraft and cross the finish line on foot (except the stern paddler in the Tandem Kayak and Open Canoe divisions).

For more paddling resources, equipment rental, or specific, Eppie's Great Race training, tips and practice races, please check Eppie's partner Current Adventure Kayak School and Trips: www.CurrentAdventures.com.

For more information on regional water events, please check Eppie's partner Sac State Aquatic Center: www.sacstateaquaticcenter.com.

For further information regarding running, biking, and paddling in California, as well as training tips and resources, check Eppie's partner website Adventure Sports Journal: adventuresportsjournal.com.

For great locations to run/bike/paddle in Rancho Cordova, please check: www.cityofranchocordova.org.



PHOTO COURTESY EPPIE'S GREAT RACE

Drought Won't Impact Eppie's

Water projections indicate plenty of water by Brittany Wesely

California is experiencing another year of drought; and water is on the minds of many. Some have been concerned that the lack of rain has impacted rivers and may wonder how it will impact water events, like the paddling leg of Eppie's Great Race.

Fear not, avid triathletes! Race Director Charlie Willard says there will be plenty of water for Eppie's Great Race!

"There aren't a lot of people at the river right now because they think the drought means the water must be too low. But if they visit, they'd see that there is water, and the river is gorgeous right now," Willard says.

According to the U.S. Bureau of Reclamation, which operates Folsom and Nimbus dams on the American River, water flow on the river is currently near 2,750 cubic feet per second — more than five times the amount of water flow this last March.

The Bureau does this to regulate the salinity in the Delta, protecting fish and wildlife. But as this controlled water release raises the overall level of the American River, water-based activities and events (such as Eppie's Great Race), may benefit from the regular, important water release. The water level projections for July 2015 indicate the American River will be very good for Eppie's Great Race and other July water events.

Willard says participants can rest assured that Eppie's Great Race will continue as planned.

"We're all concerned that there is a drought, but it shouldn't stop people from enjoying the water that we have," Willard says. "The river is usable and fine for the race. We encourage everyone to come out and participate."

For up-to-date information regarding regional weather and Eppie's Great Race conditions, please check Eppie's partner iHeart Media Sacramento: iheartmediasacramento.com.

> **"There is water, and the river is gorgeous right now."**
>
> Charlie Willard
> *Race director of Eppie's Great Race*

VOLUNTEERS *needed!*



Eppie's Great Race is a major undertaking, which wouldn't be possible without dedicated volunteers. More than 800 community members — individually and in groups — volunteer to organize activities before, during and after the race day. Athletes, students, seniors, teachers and naturalists are among the myriad people who devote their time to support racers and Therapeutic Recreation Services, the race beneficiary. Duties include:

- providing water for the athletes
- crowd control/safety
- transition point management
- registration booth
- stuffing participant bags

CAN YOU HELP?

VISIT eppiesgreatrace.org/volunteer/or call 916-484-2044 for more information. All volunteers receive a special EGR volunteer T-shirt and other "thank you" benefits.

Eppie's Great Race thanks partners Marcus & Millchap for supporting Eppie's volunteer programs: www.marcusmillichap.com.



The Heart of Eppie's

Proceeds support recreational opportunities for people with disabilities

by Evan Tuchinsky

A RACE WITH purpose

Eppie-ites can feel good knowing that participating in Eppie's Great Race helps raise money to support a great cause.

Sacramento County Therapeutic Recreation Services (TRS) provides children, teens and adults with disabilities many opportunities to explore, learn and have fun year-round. TRS helps focus on personal strengths, and abilities, while encouraging participants to attain their highest level of independence. Since its formation in 1975, TRS has helped countless individuals with mental, physical, developmental, emotional and sensory impairments and special needs.

Proceeds from Eppie's Great Race are donated to support TRS. To date, Eppie's Great Race Foundation has raised more than **$1.4 million,** accounting for a full 25 percent of the program's overall budget.

For further information regarding Therapeutic Recreation Services, please check Eppie's partner Sacramento County Department of Regional Parks: www.regionalparks.saccounty.net/TRS/Pages/default.aspx.

Kathi Barber has worked at Sacramento County Therapeutic Recreation Services for more than three decades. It's not just a job — it's a labor of love; a pursuit of her passion to assist people of all ages, as they overcome physical, mental and developmental challenges.

"It's very unique, wonderful and rewarding," says Barber, a recreation specialist and supervisor for TRS. "We're rewarded in love through our participants. They're just so appreciative of everything that we do."

Likewise, TRS is lucky to have the support of Eppie's Great Race. Founder Eppie Johnson singled out TRS, managed through Sacramento County Regional Parks, as the beneficiary for his annual charitable event. The race organization has donated more than $1.4 million to TRS, which marks its 40th anniversary this year.

"Eppie Johnson himself just had a real connection with Therapeutic Recreation Services, and a huge heart for supporting what we do there," says Jeff Leatherman, county parks director. "We lucked out that the race is on the parkway, and those things just happened to meld together."

George Johnson (Eppie Johnson's son) and other members of the Eppie's Great Race Foundation presented a $20,000 check from last year's proceeds at the Sacramento County Board of Supervisors meeting June 2. That contribution represents approximately a third of the TRS operating budget.

> **"Eppie Johnson himself just had a real connection with Therapeutic Recreation Services and a huge heart for supporting what we do there."**
>
> Jeff Leatherman
> *Sacramento County Parks Director*

"The money raised over the many, many years has just helped our programs continue to go," Barber says. "We've been able to sustain and keep going, and continue providing wonderful programs to people that we serve."

Barber describes TRS as offering "a wide variety of recreational opportunities" to children, teens and adults who have disabilities and special needs. Programs emphasize the development of leisure skills, social skills, independence and community involvement. TRS organizes camps, classes, social gatherings, trips and other activities.

That includes Eppie's Great Race. TRS participants not only serve as volunteers on race day, but some actually take part in the triathlon. Two years ago, TRS mounted a training program, and 12 participants completed the race.

Participation has been the hallmark of Eppie's philanthropy. In remembering Johnson, Leatherman says his dedication to TRS "was about participants having recreation opportunities and experiences. That's what he supported, not just the flashy part of [getting] a building or something to be named after him — but how is he impacting people over the long term?"

People such as Jennifer Stratton, one of 15,000 people in TRS programs this year. With all the friends she's made, the opportunities to attend dances and play sports, plus the "awesome" staff and volunteers, she gives TRS "an A+!"

"I love TRS because it changes my life," she says. "It has been my favorite activities program ever. … TRS is the best program that I have been in and I love it!"

So, Do You Want to Do Eppie's?

It's not too late! July 18, 2015



Visit

www.eppiesgreatrace.org/register/

Find more info online at

www.EppiesGreatRace.org

Phone: 916-480-0270 Fax: 916-527-2245
Email: info@eppiesgreatrace.org

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