

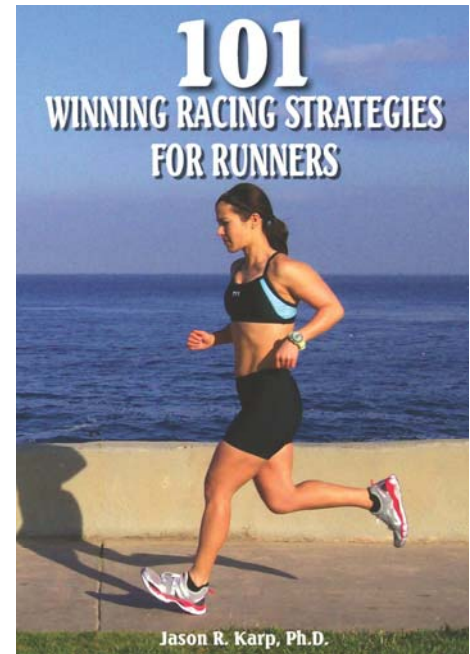
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FOR IMMEDIATE RELEASE

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101 WINNING RACING STRATEGIES FOR RUNNERS

SAN DIEGO, CA – Most runners run races without giving much thought as to how they are going to run the race. They just pay their entry fee and run, or run with their teammates, without any intention to their actions, hoping for a good result. Successful racing takes knowledge, planning, and execution. And a little courage. In his new book, *101 Winning Racing Strategies for Runners*, 2011 IDEA Personal Trainer of the Year Dr. Jason Karp offers the most comprehensive guide for running winning races. Get insider information about:

- How to run smarter races
- Race strategy and tactics
- Winning training for racing strategies
- Winning pre-race strategies
- Winning during race strategies
- Winning mental strategies



What Others are Saying

“Dr. Jason Karp’s *101 Winning Racing Strategies for Runners* is terrific! The points Jason makes in this book should be known by every aspiring runner, no matter what their final goals are. His book answers all the key questions runners might have about how to improve their efforts.”

- **Bill Rodgers**, four-time Boston Marathon and New York City Marathon champion, World Cross Country Championships bronze medalist, three-time #1 world ranking in the marathon

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"In *101 Winning Racing Strategies for Runners*, Dr. Jason Karp has produced a most insightful collection of pre-race, during race, training, and mental strategies. If you want to learn how athletes can run smarter, faster races, you need to read this book!"

- **Rod Dixon**, Olympic 1500m medalist, two-time World Cross Country Championships medalist, New York City Marathon champion, founder of Rod Dixon's KiDSMARATHON Foundation

"At last, a book that illustrates and documents, brilliantly, the full essence of running. Too often, athletes and coaches concentrate only on the physical aspects of training, at the neglect of the tactical aspects of competing. Dr. Karp has captured and combined the mind/body aspects of training and competing that are so vital to distance running success as well as I have ever seen. I believe every distance runner and coach should have a copy of *101 Winning Racing Strategies for Runners* in their library."

- **Joe I. Vigil, Ph.D.**, 1988 and 2008 Olympic distance coach, coaching educator for the International Olympic Committee, International Association of Athletics Federations, and USA Track & Field

101 Winning Racing Strategies for Runners is Dr. Karp's third book. His other books include [101 Developmental Concepts & Workouts for Cross Country Runners](#) (Coaches Choice, 2010) and [How to Survive Your PhD](#) (Sourcebooks, 2009). Two more of his books will be released later this year – [Running For Women](#) (Human Kinetics, 2012) and [Running a Marathon For Dummies](#) (Wiley, 2012). All of his books can be ordered through the publishers' websites, Amazon.com, and at RunCoachJason.com/merchandise.

For book signings, speaking engagements, or any additional questions, please contact Jason Karp at jason@runcoachjason.com.