



## FOR IMMEDIATE RELEASE

### **July 13, 2010, San Diego, CA – Cross Country Runners Gain the Right Tools to Prepare for This Season**

On Friday, July 23<sup>rd</sup>, Road Runner Sports Inc. in San Diego will host a book signing for Dr. Jason Karp - a nationally-recognized speaker, writer, coach, and exercise physiologist. With this new release, he shares insider developmental techniques and tactics, re-writing the book for cross country runners and coaches everywhere.

For most cross country coaches and runners, the summer is an important time to prepare for the season ahead. In his book, “101 Developmental Concepts & Workouts for Cross Country Runners” Dr. Karp includes 30 insightful training concepts and 71 workouts to help coaches prepare a strong team and give runners the competitive advantage.

In the book, readers will get insider information about:

- \* How to train systematically and efficiently
- \* Aerobic and anaerobic training
- \* Lactate threshold workouts
- \* VO2max intervals
- \* Hills & fartleks
- \* Cross country games
- \* Race strategy and tactics
- \* Developing strength, power, and flexibility

Says Dr. Karp, **“This book brings the science directly to the cross country runner and coach and shows, clearly and in definitive terms, how cross country runners should train to maximize their performance.”**

The book signing for “101 Developmental Concepts & Workouts for Cross Country Runners” will take place on Friday July 23<sup>rd</sup> from 6 p.m. to 7:30 p.m. at Road Runners Sports located at 5553 Copley Drive, San Diego, CA 92111. Free refreshments include bottled water and nutritional snacks. Road Runner Sports will give a 10% discount off all purchases made that evening. Store contact number: (858) 974-4455.

“101 Developmental Concepts & Workouts for Cross Country Runners” is also available on Dr. Karp’s website: <http://www.runcoachjason.com/publications> . All books purchased from this website are signed by Dr. Karp. The book is also available on Coacheschoice.com, at coaches' clinics across the country and will soon be available on Amazon.com.

Dr. Karp is founder of Dr. Karp's Run-Fit Boot Camp and RunCoachJason.com, a state-of-the-science running, coaching and personal training company based in San Diego, California. Some of the many national running and fitness publications he has written for include: *Runner's World*, *Running Times*, *Shape*, *Athletics Weekly*, *Marathon & Beyond* and *Ultra-Fit*. He is the author of “How to Survive Your PhD” and the forthcoming “Women's Running Bible” co-authored with elite ultramarathoner Carolyn Smith, M.D. For more information on Dr. Karp, please visit: <http://www.runcoachjason.com>.

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