# RACE YOUR BEST WITH **New Balance**

# Spring into action

Come run with us at the Standard Chartered Hong Kong Marathon 2010! Knowing that running is an integral part of your active lifestyle, New Balance is proud to bring you the high-performance professional running series. Gear up for the New Balance Total Fit™ running experience now.

### **Expert tips from Choi Tat Ming**

Choi Tat Ming is a marathon representative of the Hong Kong Athletic Team. He gives his vote of confidence to New Balance running gear. A veteran of international marathons, Choi is delighted to share his training, racing and gear selection tips with us. Let's team up with Choi and get



## Run fast, run strong

Preparation is key to any race. Warming up for your runs and choosing a balanced diet both contribute to your performance. More importantly, these practices will minimise your chance of getting hurt.

#### Right before the race

- This will prevent blisters and bleeding caused by chafing between your toenails and socks or shoes.
- Drink plenty of water (400 800c.c.) two to three hours before the race.
- - Enjoy a light meal (e.g. toast or bun) two hours before the race to reserve glucose in your body. New Balance's exclusive reciprocating wave pattern design enables
  - Avoid eating or drinking anything diarrhoeic.
- Arrive at the venue one hour before the race to allow for warm-up and luggage storage.
- Moisturise your body Apply moisturiser on your chest, heels, underarms and inner thighs to soothe the skin.

#### Warming up on the race day

Stretch sufficiently. This will enhance the flexibility of your body joints and muscles, and prevent injury. Sufficient water intake can help regulate your body temperature, strengthen your muscles and Warm up until you sweat to get your body ready for the race pace. maintain your metabolism. Dehydration can lead to muscle exhaustion, cramping or even heat-stroke.

### Race day checklis

Pack everything you need into the New Balance Water-proof Shoes Bag and you are ready to go!

- O Time chip, number bib and safety pins O Sunglasses
- O Clothes and slippers for change

portant for every runner.

your feet and shoes.

an optimal fit.

- O Water and sports drink O Nasal strip
- Moisturiser

Besides a good pair of running shoes, these accessories are also

The right balance of softness and thickness reduces abrasion between

Lightning Dry™ material and low-cut design facilitate heat reduction

New Balance SURE-LACE™ Computer Knit Shoelaces

reliable lacing for high performance even in bad weather conditions.

Unique design allows you to lace and adjust the shoes easily to obtain

New Balance Lightning Dry™ Low Cut Socks

and moisture control to enable you to run faster.

- Apply abdominal breathing techniques. Control your breath with diaphragm muscles and breathe deeply to increase your lungs volume.
- If you experience abdominal pain, slow down your running speed. Massage abdomen with your hand until your breath is regulated.

- Thirst is a symptom of dehydration, so replenish your water level before you feel thirsty.

- Lift the centre of your body weight during the run to enhance the elasticity of tendon movements.

Maintain the rhythm and harmony of your running movements to save energy and prevent injury.

Drink 120 to 150 c.c. of water every 5km or 20 minutes.

Eye forward, run forward and swing your arms in natural motions.

**During the race** 

Take in fluids mid-run

The way you run

Breathe skilfully

## The sun and the rain

#### **New Balance Sunglasses**

- The 8-base curvature lenses protect your eyes from harmful UV rays, wind and glare while giving you a wide vision field.
- Crafted with ultra-lightweight materials with a streamlined construction, delivering weightless comfort and great ventilation around the eye area.

#### **New Balance Convenient Raincoat**

- The light, pocket-sized raincoat keeps your body warm before the race.
- If it rains during the race, put on this handy raincoat to keep your body

# warm and drv. Simply fold to store the raincoat after use.

- Cool down Jog for 10 to 15 minutes. Unwind and slow down your breath with easy stretching.
- Later massage, soak your muscles in hot water and take a shower to relieve soreness and
- - Two hours after the race: Eat meats and vegetables to replenish proteins and vitamins.

# On the way home

After the race, these will come in handy:

#### New Balance Water-proof Shoes Bag

- Swelling of feet is common after a marathon race. Change into a pair of slipper or loosely-fit shoes to enhance blood circulation and avoid cramping.
- Pack your running shoes back into the New Balance Water-proof Shoes Bag



When the race is over, wipe your body with the New Balance towel to prevent catching a cold due to rapid heat loss.



#### After the race

Loose up, relax your muscles and take a good rest. Don't forget to replenish water and nutrients.

- Re-hydrate Other than water, consume electrolyte-rich drinks, orange juice and tomato juice.
- Fill your stomach 30 minutes after the race: Eat food that can be easily digested such as bread and buns.









