

# ***Runner's World***<sup>®</sup>

**A Rodale Press Publication**

33 East Minor Street, Emmaus, PA 18049  
215-967-5171

## **BIOGRAPHY**

### **AMBY BURFOOT**

#### **EXECUTIVE EDITOR, RUNNER'S WORLD MAGAZINE**

Amby Burfoot has contributed greatly to the sport of running. First, as a versatile distance runner and winner of the 1968 Boston Marathon (the first American to win the world-famous footrace in 10 years). He was also a major influence on running greats Frank Shorter as his Olympic Trials teammate and Bill Rodgers as his Wesleyan University roommate.

Later, Burfoot worked as a Peace Corps volunteer in El Salvador, where he helped the most promising young runners in that Latin American country to reach their potential. He was even asked to be the East Coast representative of a budding young athletic shoe company called Nike, but turned it down, he admits with a wry smile, because "I didn't want to sell shoes...I was a runner!" Today, at 38, he is still running, although more casually now and as Executive Editor of **Runner's World**.

Burfoot feels that the magazine has a mission: "A mission to reaffirm what millions are already doing — taking responsibility for their health through running — as well as spreading this message to new participants." A member of the magazine's staff since 1978 and in the top editorial position since last year, Burfoot is enthusiastic about the future of running.

He feels that running "has gone through and survived a reckless period and is entering an age of greater wisdom and sanity." Focusing on the pleasures of running is just as important as tracking times and miles, especially when it comes to staying healthy.

The magazine's editorial goals for 1987 include increasing authoritative health and fitness coverage as well as speaking more personally to the 15-25 mile-a-week runner. This is the person who may not win races, but realizes how important running is to their health and well-being.

Burfoot's personal running goals are to continue the enjoyment of running and "once or twice a year, when the spirit strikes me, whip myself into shape for local races against best friends."

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## **SUPPORTING FACTS AND FIGURES**

### **Race Participants & Total Certified Races (All Types)**

<u>Year</u>	<u>Number of Finishers</u>	<u>Number of Races</u>
1976	55,528	na
1977	120,540	na
1978	774,800	3,223
1979	1,153,367	4,058
1980	1,600,000	5,000
1981	2,000,000	6,000
1982	2,100,000	7,500
1983	2,300,000	10,000
1984	2,400,000	12,000
1985	2,500,000	15,000
1986	2,800,000 (estimated)	25,000

### **PARTICIPANTS IN 8K RACES**

**Up 51% in 1985 from 1984**

### **PARTICIPANTS IN 5K RACES**

**Up 100% in 1985 from 1984**

**—More Finishers in 5K, 8K, 10K Races in 1985 than Ever Before!**

Source: Ken Young, Sports Rankings Systems