

FROM THE EDITOR



Dave Drennan photo

Derek Clayton passes the baton to Bob Anderson during last year's Corporate Cup Relays championship; this year's final will be at Stanford University.

Have you been searching for new worlds to conquer in running? Have the traditional road races become a bit too much of the same thing? Would you like to get your friends involved in running?

I believe I may have just the answer for you.

The Corporate Cup Relays began last year with more than 100 major corporations across the country taking part in seven regional meets; the best of those companies competed in the finals at Berkeley, Calif., in late August. The team fielded by Pacific Gas & Electric captured the National Championships, but it was clear to all who participated that everyone in the program was a winner.

The feedback we received following last year's event was very positive. Many of the people who had not run before the founding of the CC — including at least eight of our own employees — had become runners so they could take part in the program. Many of those people introduced to running through the CC are still striding.

Running needs innovations to stay fresh and alive, and to reaffirm its place in its adherents' lifestyles. Why? Because running is the easiest and most effective way to stay fit, with a minimum of time and equipment. Millions of Americans have discovered running as a route to healthier lives.

The sedentary still outnumber the physically fit in America, however. Just as the out-of-shape could be helped by running, the sport would undoubtedly benefit with the infusion of new blood.

Some old-timers are resisting the changes taking place within running. By dragging their feet and discouraging new runners, they hope to keep the sport as it's always been. They feel that growth, money and publicity will doom running. This is not true.

Consider the New York City Marathon, one of the world's greatest running events. Many claim that, with a field of about 12,000 in 1979, NYC has become an overgrown circus. In reality, however, its

numbers are its strength. The race has undoubtedly inspired hundreds, if not thousands, to begin running.

Running's growth must be encouraged. I must be honest and admit that there are times when I become selfish and wish we could keep running relatively small. I sometimes think it has lost some of its personal flair, that it's becoming too big and overly commercial.

But when I stop and analyze it, I realize that I like events like the New York City Marathon. I appreciate the improved running shoes and clothing because, as a runner, I benefit from these advances. Running has, in many ways, become a huge success story. But that success is on behalf of fitness and health, and that should be a national priority.

Running, to me, is the best of sports; through running, I am able to more thoroughly enjoy other sports and activities. With more and more Americans becoming aware of running's benefits, additional programs are needed to enhance the running experience.

As long as there is one physically *unfit* person in America, we should do anything we can to sell running. One way to make running accessible to more people is through the Corporate Cup. While last year's program may have been aimed primarily at the larger corporations, this year's program is open to almost everyone.

Among the innovations in the National Championship Brooks Corporate Cup 10K road race is a stipulation that, by teaming with one other person in the corporation, wearing matching jerseys with the company name on front, and by paying an \$8 entry fee per person, you can enter the race. The women's race, the *Runner's World* 5K road race, will also be open to teams of two or more. The new two-person teams allow anyone from any corporation to be a part of the event. (Two-person teams will not be scored in the National Championship final standings, however.) Individuals from smaller corporations can qualify for various other

events by merely meeting certain qualifying standards. (An expanded explanation of times and events can be found in the advertisement elsewhere in this issue.)

Another innovation for this year is the formation of three divisions. Corporations with 50 or more employees will be in the Class AA Division; associations, institutions and government organizations will compete in Class A, and corporations with less than 50 employees will be in the Class B Division. Classes A and B are eligible to compete in the road races, the pyramid relay and the mile team race.

Regionals this year will be held in New York, Chicago, Atlanta, Dallas, San Francisco, Los Angeles and Kansas City, in most cases on the weekend of July 26. To qualify for the championships in August, your team must place in the top 10 at one of the regionals.

For those runners whose companies are not yet at the point where they will be fielding a full team, the two previously mentioned road races are excellent places to bring running to the attention of your company's decision-makers. If you and a fellow employee can represent your company well in the road races, your company will likely be interested in backing your efforts next year. You are allowed to enter up to five runners in the road races, but no less than two, and results are based on the total time for the first two finishers.

The National Championships this year will be held at Stanford University in Palo Alto, Calif., on Aug. 15-17, at which qualifying and finals for Class A and B entrants will be held on the 15th. Qualification races for the Class AA teams will be held on the 16th, with the finals slated for the 17th. Also on the 17th will be the presidents' relay, which will be a non-scoring event this year.

Running needs new and innovative concepts to keep it moving along briskly. But those concepts must be accessible to virtually everyone who wants to run. We think that in the Corporate Cup Relays, we have found such a concept.

Bob Anderson