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## Get set for Chase Corporate Challenge

**Go for the fun, fitness and camaraderie of the annual race in May**

Chris Swingle  
Staff writer

(March 28, 2007) — *Dear Boss,*

*After our planning meeting, how about we go running? The JPMorgan Chase Corporate Challenge race is nine weeks away. Sincerely, Your employee*

Kick off those heels, set down that briefcase and find your sneakers.

Employees at hundreds of local companies are signing up for Rochester's biggest race and corporate event. The 3.5-mile route through Rochester Institute of Technology is expected to draw 10,000 runners and walkers on May 31 — a local race record.

With nine weeks to go and spring weather luring us outdoors, this is the ideal time to start training.

I've been recruiting colleagues for a *Democrat and Chronicle* team because it sounds like a fun event, a good motivator to get or stay fit and a chance to get to know co-workers in a different way. I think it will be exciting to be in a sea of 10,000 runners and walkers. And quite frankly, I've felt left out in recent years when my husband has walked the race.

Some co-workers have said this is just the goal they need to spur them to get moving. Some are new to running or just returning to it — like me — and are building up to jogging the full race.

Here's a primer to get beginners started safely and successfully:

### Training



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The JP Morgan Chase Corporate Challenge community event that brings workers racing cubicles like it's 5 o'clock on a Friday.

[Day in Photos](#)

### Related articles:

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### Join the race

| For details on the Corporate Challenge register for the **May 31** race, go to [www.jporganchasecc.com](http://www.jporganchasecc.com).

| If you or your company don't meet requirements to form a Corporate Challenge team, consider other local races that have broader eligibility rules, such as the Lilac 10K or 5K Family Fun Run, both at Highland Park. For a list of other races on this story at DemocratandChronicle.com

### Training: Week 1

**Day 1:** Walk 10 minutes, then do 5 fast-walk or jog 1 minute, walk 2 miles with 10-minute walk.

**Day 2:** Same as Day 1.

**Day 3:** Walk 10 minutes, then do 6 fast-walk or jog 1 minute, walk 2 miles with 10-minute walk.

Olympic marathon champion Grete Olsson's 9-week training program (three ses

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I If you have any medical condition or concern, seek your doctor's advice before beginning.

I Start slow. "You can't be afraid to walk," says Kerri Ellis, a physical therapist at Strong Outpatient Physical Therapy in Brighton who ran her first marathon in October. "If you haven't been running, walking is the starting point." When you can walk for half an hour, intersperse a handful of one-minute jogs. By the next week, try two-minute jogs. The goal is to build your endurance, gradually get your legs used to the pounding and avoid injury. Even for experienced runners, the guideline is to increase your distance only 10 percent

week) for beginning runners is at [www.jporganchasecc.com](http://www.jporganchasecc.com)

Follow how our training is going in blog at DemocratandChronicle.com

I Aim to run/walk three to four days a week. "Your body needs time to rest," says Ellis. If you want to run on other days, try biking, swimming, aerobics or an elliptical machine to use different muscles.

I Drink plenty of water throughout the day so you stay hydrated. (When you're getting enough fluids, your urine looks clear.)

I Warm up and cool down with walking or gentle jogging. While your muscles are warm, gently stretch your quads, hamstrings, calves and groin muscles. Find stretches and other tips at [www.jporganchasecc.com](http://www.jporganchasecc.com) clicking on "Grete Waitz' Training Corner."

**Get equipped**

Well-designed running sneakers help absorb the shock of pounding the pavement, make walking or running more comfortable and help you avoid injury, say both Ellis and Dan Medved, owner of Medved Running & Outfitters in Pittsford. Specialty stores can recommend shoes suited to your foot's arch and any pronator may suggest a larger size than you typically wear.

Dress appropriately for the weather. That means layers, a hat and gloves on cold days. Remember sunglasses on bright days.

**Be safe**

Greece police Sgts. Tim Seitz and Chuck Giordano, who are both runners, offered these tips at a recent personal safety at Fleet Feet Sports store in Brighton:

I Wearing headphones to listen to music can mask sounds of traffic, of threatening dogs or of an attacker behind you.

I Park and canal paths are picturesque. But well-traveled roads tend to be safer, especially if you're running on them.

I Ideally, walk or run with a buddy. Pairs are 70 percent less likely to be attacked than a person alone and you're 90 percent safer.

I If possible, carry a cell phone. If you see anyone suspicious (including a car that pulls over ahead of you), start dialing — either a friend or 911, depending on how risky it seems.

**Get motivated**

Recruiting co-workers for the Corporate Challenge, or friends/relatives for a different race, creates opportunities to motivate and encourage each other toward fitness goals — and to get to know each other in a different way. Coordinating a team, I've already met people from other departments in my building and beyond.

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