



## COACHES INFORMATION SHEET

The *Blue Cross and Blue Shield of Alabama Kids Mercedes Marathon* is not a Fun Run. Even though it is fun, it's an innovative five month endurance building running/walking program for K-5<sup>th</sup> graders. Our goal is to assist children in building endurance, setting and accomplishing long-term fitness goals and enhancing their self-esteem while teaching them valuable lessons about making health and fitness a regular part of their life. We have outlined steps to make the training months successful and easy for coaches, students and parents. We would encourage you to adapt these steps to your school and your curriculum.

We encourage each school to select one coach or volunteer parent as the key contact with us for your involvement. You might also consider recruiting a parent to assist you with coordination and communication within the school. We will communicate via email with you as needed. Each school coordinator will be provided with the school's participant database to help manage log sheet turn-in and packet pickup/distribution.

**To ensure you receive all communications regarding the *Blue Cross and Blue Shield of Alabama Kids Mercedes Marathon*, please send your email address to [kids@mercedesmarathon.com](mailto:kids@mercedesmarathon.com) and be sure to add us to your address book.**

### Suggestions to Increase School Participation

- Begin communications with students and parents now that you will be participating as a school.
- Start your training with a "timed" mile so kids can measure their fitness level now against their time at the end of their training.
- Put information in school newsletter to parents. We will provide race logo if you would like.
- Send information or entry forms home to each student.
- Keep a running mileage log at school in a highly visible place: hallway, entry bulletin board.
- Designate a specific running day at school during P.E. such as a "Mercedes Monday" or "Training Tuesday." This way, parents and children will know that a certain day is a running day so they wear their running shoes and comfortable clothes to run in.
- Have mystery or guest runners come to the school and run with the kids; could be a parent, teacher, local fireman or policeman, high school or college athlete. The kids love this!
- Challenge the kids by making a fun bet with them. Remember, there are cash awards for the highest registrations in different size categories. One teacher bet "if 300 students sign up, I'll run the marathon in pink running shoes...and HE ended up with a darn fast time in those shoes!"
- Create a video of the children training over the next few months to show just before race day.
- Organize race day activities for your school. (e.g. meeting before the race, group photos, etc.)

### Registration

Please choose which option is best for your school.

1. Send hard copy registration forms home with the student, have the parents fill it out and return to you with their registration fee by a certain date. Turn all forms and fees into our office by November 15 or earlier.
2. Provide the entry form either from the website or from the school and have the parents mail it in along with their entry fee to the marathon office themselves.
3. Have the parents register their child online at [www.mercedesmarathon.com](http://www.mercedesmarathon.com). Be sure to tell the parent to print out their receipt and return to you so you can keep a list of your officially registered participants.

Online registration offers a discounted price compared to hard copy entry forms. Until November 15, online registration is \$20 and hard copy registration is \$25. *Please be aware that there is a small service fee charged through Runsignup.com when registering online, but there is still a slight savings over the hard copy form.*

## Log Data Collection – Best Practices

Log sheets are used to document the mileage your school's kids have run. A total of 25.2 miles must be completed on the log to be eligible for race day participation. Miles must be completed and Log sheet documentation **MUST** be turned in by **January 25, 2018** to be eligible on race day. Our suggestion for keeping this documentation simple is to create a single log sheet that certifies all students at your school have completed their required miles. You may download a log sheet at [www.mercedesmarathon.com](http://www.mercedesmarathon.com). Be sure to let the kids and parents know that you are keeping the log for them. **If possible, it is preferred by us that you notify us via an email stating that all kids registered at your school have completed the necessary mileage to participate on race day.**

## Extras Provided by The Mercedes Marathon

1. **CASH AWARDS** to schools will be given for the following categories: **In order to be eligible you must fill out your enrollment numbers on the coaches contact sheet and submit to us.**
  - a. Highest Number of Participants by percentage of enrollment (schools with an enrollment of 500 or more)
  - b. Highest Number of Participants by percentage of enrollment (fewer than 500 enrollment)
2. **COMPLIMENTARY ENTRY** for every 50 registered students.
  - a. You will receive a complimentary entry to either the full or half marathon. A maximum of 3 complimentary entries will be given. **Please contact our office if you would like to receive these!**

## Race Packets

Packets include:

- One individual race number with parent claim tag attached. (Parents need to detach claim tag and present at the finish line corral to retrieve their child.)
- T-shirt (different color for each grade)
- Final Race Instructions with map and other goodies

### Race Packet Pickup for Participating Schools

Date: Thursday, January 25, 2018

*(You will then have one week to check the bags and make any corrections.)*

Time: 9:00 a.m. – 6:00 p.m.

Location: Our office - 1911 27<sup>th</sup> Ave., South in Homewood

## Race Day Schedule (tentative)

The final mile for the event will start at 11:00 a.m. We will once again have multiple exit chutes to help parents find their kids easily and most important, safely. The tentative schedule is as follows:

8:00 a.m.      ***Regions Superhero 5K (great 3.1 mile run/walk for school kids too old to run kids marathon)***  
10:00 a.m.      ***The Bell Center EIP Run (Only for children who attend The Bell Center)***

**\*No Parents are allowed to run with the following groups from 11:00 a.m. – 11:50 a.m. Parent wave begins at 12:10 pm. Only coaches wearing official race t-shirts are allowed to run in any grade wave.**

\*11:00 a.m.      5<sup>th</sup> graders (black t-shirts)  
\*11:10 a.m.      4<sup>th</sup> graders (yellow t-shirts)  
\*11:20 a.m.      3<sup>rd</sup> graders (gray t-shirts)  
\*11:30 a.m.      2<sup>nd</sup> graders (white t-shirts)  
\*11:40 a.m.      1<sup>st</sup> graders (blue t-shirts)  
\*11:50 a.m.      Kindergarteners (red t-shirts)

**12:10 p.m.      Children Running with Registered Parents – All grades K-5**

Parents must be registered by November 15 to run. For safety purposes, parents must wear an official "Parent" race bib to be on the course. Registration cost is \$10 for the race bib. Does not include a shirt. **We understand there are various reasons a parent may need to run with their child, be we're encouraging parents to allow their children to complete their goal by themselves with their classmates. This is their child's time to shine!!!**

Parents will NOT be allowed to run with strollers or unregistered younger siblings during the event on race day.