



PETA Pack 2011 Runner Packet

Welcome

Congratulations and thank you for joining PETA's favorite running team, the PETA Pack! The PETA Pack is a national team of animal advocates who run to stop animal abuse, get in shape, and have fun. This year, there are plenty of opportunities for you to really make a difference in your community and have a great time too! All money raised from the 2011 PETA Pack team will go toward PETA's Investigations & Rescue Fund. We are asking you to go above and beyond the normal call of duty to create the biggest and best PETA Pack team ever! We will be here to help and support you every step of the way.

In this packet, you will find important information about the PETA Pack, so please keep it in a safe place!

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About the PETA Pack

The PETA Pack is a team of compassionate and motivated people just like you who want to protect animals. The PETA Pack welcomes participants of all shapes and sizes. Some of us are new to running, and others are experienced marathoners, but we all have one thing in common: We want to make PETA a stronger voice for animals everywhere!

Are you still trying to run a mile without stopping? Or do you run marathons in less than four hours? Either way, we've got you covered! Our expert team leaders will provide the necessary training and inspiration to help you meet your own personal goals and raise funds for PETA's groundbreaking work to help animals.

By joining the PETA Pack, you'll have access to 14 fun weeks of coaching from our team leader. We will help you learn how to run if you've just started and will help you achieve new goals if you're already a runner.

You can train anywhere in the US by [mapping your route](#)—and then you can join us for the Rock 'n' Roll Half Marathon on Sunday, October 2, in San Jose, or you can run in a race near you at that same time of year!

Professional personal fitness coaching can be pricey, but that's not the case when it comes to the PETA Pack. Instead of paying for the training, each member of the PETA Pack will promise to do his or her best to raise \$500 in donations from friends, family members, and colleagues to help PETA stop animal abuse and suffering. Click [here](#) for more information about fundraising as a PETA Pack member.

Timeline

- May 15, 2011: Registration opens
- July 1, 2011: Team training begins
- October 1, 2011: Fundraising closes at 12 midnight (We can still accept donations, but they will not count toward the top-fundraiser prizes.)
- October 2, 2011: San Jose Rock 'n' Roll Half Marathon (the official PETA Pack race), PETA Pack After Party, and prizes awarded to the top fundraisers

*Most PETA Pack runners won't be able to make it to the San Jose half-marathon and will be running in other races in late September and early October.

Training and Schedule

In the weekly PETA Pack e-mails that will hit your in-box every week, we will include the training schedule for the week. Here is a sample schedule:

WEEK TWO: Mon., July 4, to Sun., July 10

Level	Mon. July 4	Tue. July 5	Wed. July 6	Thurs. July 7	Fri. July 8	Sat. July 9	Sun July 10
Beginner	Rest or Yoga	Run/Walk 1 miles	X-Train 30 min.	Run/Walk 2 miles	X-Train 30 min.	Rest	Run/Walk 3 miles

Intermediate	Rest or Yoga	Easy Run 2 miles	X-Train 40 min.	Easy Run 3 miles	X-Train 40 min.	Rest	Long Run 4 miles
Advanced	Rest or Yoga	Easy Run 3 miles	X-Train 40 min.	Easy Run 4 miles	X-Train 40 min.	Rest	Long Run 5 miles

- Easy Run: Comfortable pace, during which you're able to hold a light conversation
- Tempo Run: Three-phase run, consisting of 1/2 easy tempo, 1/4 medium tempo, 1/4 faster tempo
- X-Train (Cross-Train): Yoga, bike (spin), elliptical, swim, lightweight circuit training, kickboxing
- Rest/Stretch: A day of total rest or a light yoga/stretch workout

We are including three training levels, from beginner to advanced, because we know that the PETA Pack team is diverse and includes brand-new runners, experienced marathoners, and everyone in between. Try your best to keep up with the schedule—but don't worry, if you have to miss a few days, *it's OK!* Just do your best—even if you have to walk the half-marathon, you're still going to finish it and do what's most important for animals: raise funds! The most important runs are the Sunday long runs, so if you have to skip some runs, try to keep those in there!

Remote Runners

The PETA Pack is a nationwide team, so the runners are spread out all across the country and even outside the U.S. We have a few dedicated individuals who have volunteered to be team leaders in their areas and to organize local group runs, events, and more. If you're in one of those areas, we'll be sure to connect you with your team leader. If you'd like to volunteer to be a team leader in your area, please e-mail PETAPack@peta.org. If you're not in an area with a team leader, we encourage you to connect with other runners and running groups in your area—or find a friend to register for the PETA Pack and train with you!

The "official" PETA Pack race this year is the San Jose Rock 'n' Roll Half Marathon in California. If you can make it there for the race weekend, that's fabulous! But the majority of runners won't make it out to that race. In this case, we encourage you to select one of the many other races across the country that are happening around the same time (in late September or early October). We have a nifty map on the website that shows many options in order to make it easy for you to select the race nearest you.

Fundraising

The thought of raising \$500 may sound intimidating or even impossible right now, but don't worry! It's a lot easier that it seems—especially if you start to get creative with your fundraising efforts.

First, we suggest that you send an e-mail out to your friends, family, coworkers, and anyone else you know, letting them know that you're embarking on this training and fundraising mission and inviting them to support you. Then, continue to send out updates about how your training is going and include stories of some of the animals the donations are helping. You can send out your e-mails through the participant center by logging in to PETA.org/Run. There, you'll find suggested messages and other handy tools—for example, the system will notify you if there are donors who need to be thanked. It's easy!

Organizing small PETA Pack events is another great way to raise money and involve your friends and family. Here are some ideas for fundraising events that have been organized in the past (we hope you will organize at least one in your area!):

- **PETA Pack Vegan Bake Sale:** Tie up your apron and bring out the flour, because vegan bake sales are our number one recommended fundraising event! Pick a date and a location, and ask each runner to bring their favorite vegan baked goods. If they can't bake their own, they can always get some vegan goodies from Whole Foods or another store. Last year, we held our vegan bake sale near a farmers market and raised more than \$600 in just under three hours!
- **Popcorn and Movie Night:** Have all the runners invite their friends and family to go to a popcorn and movie night and ask for a minimum donation to attend, such as \$10. You can show an animal-friendly movie, a running movie, or any other popular movie. (We do ask that you run your movie selection by us so that we can make sure it is 100 percent animal-friendly.)
- **PETA Pack Car Wash:** Grab your bathing suits or PETA Pack T-shirts and buckets of suds, and have a PETA Pack car wash! This is an incredibly fun way to raise some money *and* spread awareness about the team and the cause at the same time. You can hand the drivers a free vegetarian/vegan starter kit to take with them after you wash their car.
- **PETA Pack Potluck Benefit Dinner:** Have each runner bring a big dish to share and at least one friend (hopefully more)! Ask for a minimum donation from each guest. If you want to get extra fancy, you could invite a special guest like a PETA speaker or include a small raffle.
- **Get Creative and Come Up With Your Own:** Be sure to share your ideas, events, and pictures with the entire team over at the PETA Pack Facebook page!

Testimonials



"Being a part of the PETA Pack was the most amazing experience in my life! For me, it wasn't about running. I had a chance to meet and surround myself with like-minded people that shared my beliefs and a vegan lifestyle! I've always felt alone in what I believed, and because of the PETA Pack, I've made lifelong friends!"

"This experience has reinvigorated my activism side and

renewed my interest in educating those around me."

"As a remote runner, it was made very easy to stay in contact with everyone and feel part of the 'pack.' Everyone was so warm and welcoming when I came to the race, and it was truly one of the best experiences of my life!"

"Running the actual race was amazing. Finishing the race was incredible. I have never felt such pride. I am so thankful to PETA for this incredible experience, and I can't wait until next year!"

"This was one of the best experiences of my life. When I first started, I couldn't run for two minutes, let alone two miles. I never thought I would be able to run 13.1 miles, and I did! I battled a few of the standard running injuries (shin splints, bursitis), and I feel like I came out even stronger. I met so many wonderful and compassionate people on my PETA Pack team." – Dana Portnoy



Contact Information

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Feel free to call or e-mail Michelle anytime with any questions you have!