

NEWS LETTER, 2017

# NIKE BREAKING

# 2

“ THE WORLD NOW IS JUST 25 SECONDS AWAY FROM UNDER TWO HOURS ... THE 25 SECONDS WILL COME. ”

Nike has time and again proven its commitment to a single goal. Excellence. Personal excellence can be found both on and off the field. Both in and out of uniform. Whether limits to physical strength or personal success are being broken. Wherever excellence is to be found, Nike is dedicated to being there. To aid in its occurrence, and celebrate its achievements.

For as long as excellence has been our goal, the sport of running has held a special place in the heart of all that is Nike. Running has often been described as the most basic of all human athletics, and it most certainly is the oldest. At Nike, we love running, and we are dedicated to being on the cusp of human capability when it comes to this most

instinctual of human activities.

Ever since Pheidippides ran from battle to the town of Marathon to announce the defeat of the Persians, the benchmark of 26.2 miles has held fast as the universal test of excellence in running. The modern marathon today is a time honored tradition and rite of passage for runners all across the globe. It is a staple in the sport of running. At Nike we wanted to fasten that staple a little tighter. This was certainly the motivation behind our recent 'Breaking2' effort.

For years now, the 2 hour mark has been considered an impossible barrier to the sport of marathon running. Countless runners over the years have set records two hour mark. We set out to be the first.

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For years now, the 2 hour mark has been considered an impossible barrier to the sport of marathon running. Countless runners over the years have set records closer and closer to the elusive two hour mark, but none have ever broken it. Nike doesn't believe in the impossible, merely in the challenge. We set out to be the first. Tion re valorior autem voloreprate eveliquatur?

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“ **PASSION IS A CHOICE.**  
**YOU NEED TO CHOOSE TO BE GREAT.**  
**IT'S NOT A CHANCE, IT'S A CHOICE.** ”

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# SHOP **NIKE**<sup>®</sup>

## *FREE RN FLYKNIT 2017*

For runners who want support for every stride. Get targeted support and flexibility where you need it most. Run like the pros.



After learning that Stanford athletes had been training barefoot, three of Nike's most innovative and creative employees set out to develop a shoe that felt natural and weightless, similar to bare feet. The team spent four years studying the biomechanics of runners' feet in motion. The results yielded a profound understanding of the foot's natural landing angle, pressure and toe position, allowing Nike designers to build an unconventional and flexible running shoe from the inside out.



Nike+ Run Club makes running excellence attainable for anyone. Countless features allow users to sync their smart devices with tools that track your favorite routes, mileage, pace and more. Other features aid in finding local running partners, provide live chat with experts, and even tailored training programs for goals at every level of running. With NRC, everyone was meant to be a runner.

Each issue of our 2017 Newsletter will dedicate the final page to bringing some of the features of NRC center stage. This issue gives an overview of what just one of our personalized training schedules consists of. What follows are excerpts from the 5K training program, including a breakdown of three different styles of running workouts, a pacing chart, and an example of a daily training calendar for the standard eight week training program leading up to all the way up to race day. Not all the information can fit on a page like this, but by exploring NRC for yourself, you can find this training program in its entirety, as well as much, much more. This is just a taste of what the Nike+ Run Club has to offer.



NRC divides workouts into three different objectives. Speed training, Endurance, and Recovery runs. Each plays an important role in developing as a runner. From there, users will discover our pace chart to help them set personal goals. From there, specific workouts are outlined within the eight week program, and then are charted in an easy to use calendar like the one shown below.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	1-3 MILES	TRACK	RECOVERY	TRACK	1-3 MILES	2-3 MILES	RECOVERY
2	1-3 MILES	TRACK	RECOVERY	FARTLEK	1-3 MILES	2-3 MILES	RECOVERY
3	2-3 MILES	TRACK	RECOVERY	INTERVALS	2-3 MILES	3-4 MILES	RECOVERY
4	2-3 MILES	TRACK	RECOVERY	TEMPO	2-3 MILES	3-4 MILES	RECOVERY
5	2-3 MILES	TRACK	RECOVERY	TEMPO	2-3 MILES	4-5 MILES	RECOVERY
6	2-3 MILES	TRACK	RECOVERY	HILLS	2-3 MILES	3-4 MILES	RECOVERY
7	2-3 MILES	TRACK	RECOVERY	TRACK	2-3 MILES	2-3 MILES	RECOVERY
8	2-3 MILES	TRACK	RECOVERY	TRACK	RECOVERY	2-3 MILES	5K