

YOUNG ATHLETES FOUNDATION

A Program of Grandma's Marathon

P.O. Box 16234
Duluth, MN 55816

www.GrandmasMarathon.com

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dani@grandmasmarathon.com
or call 218-727-0947.



2011 YAF SCHEDULE OF

EVENTS

22nd Annual Fitger's 5K –
Saturday, April 16

Whipper Snapper Races
for Kids – Friday, June 17

40th Annual Park Point
5-Miler – Friday, July 15

Wednesday Night at the
Races – Wednesdays,
July 27 – August 31

25th Annual YAF Live and
Silent Auction – October



SUPPORT THE YAF

If you're interested in promoting youth
athletics in the Northland area through
a YAF sponsorship, call Scott Keenan
at Grandma's Marathon headquarters:

218-727-0947

If the Young Athletes Foundation is a program you would
like to support by making a financial contribution, simply
fill out this form and send it with your donation to:

The Young Athletes Foundation
c/o Grandma's Marathon
P.O. Box 16234
Duluth, MN 55816

Whether you contribute \$5.00 or \$500.00, your donation
will play an important role in assisting young athletes in
the Northland. **Thank you for your support!**

NAME _____

STREET ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____

AMOUNT OF CONTRIBUTION \$ _____

YOUNG ATHLETES FOUNDATION

A Grandma's Marathon Program

What is the Young Athletes Foundation?

The Young Athletes Foundation was developed in 1990 to assist with the promotion, development and growth of youth athletics in Carlton, Cook, Douglas, Lake and St. Louis Counties.

The goal is to support young athletes and locally under-represented sports programs.

YAF Programs:

- **Running Shoe Program**
Provides athletic shoes for high school youth in cross country/track and field programs.
- **Grant Program**
Provides grants to nonprofit organizations for youth athletic and recreational programs.
- **Wednesday Night at the Races**
Races for children every Wednesday from July 27 to August 31, 2011.
- **UMD Scholarship**
\$1,000 is given annually to one female and one male UMD cross-country runner. Recipients must be a sophomore, junior or senior from the YAF geographic boundaries.

Winter NEWSLETTER



2011 Fitger's 5K Registration

Ever so slowly the days are getting longer and eventually – believe it or not – the snow, sand and salt will subside, and winter will make its departure from the Northland.

With spring approaching, it's time to start planning and preparing for the Northland running season.

One of the first races for the local running community each year is the annual Fitger's 5K Run & Walk – now in its 22nd year. This year's edition is scheduled for Saturday, April 16.

The race begins at 9 a.m. on East Superior Street in front of Fitger's and travels through downtown Duluth and Canal Park before finishing back at Fitger's.

Held two months prior to Grandma's Marathon weekend, the Fitger's 5K is a great training run for those prepping for one of June's Grandma's races. For others, it's simply a great opportunity to shake the winter doldrums by getting some outdoor exercise with family or friends.

"Everyone has so much fun at this race and Fitger's always does a great job hosting

the event," says Race Director Jon Carlson. "It's also very rewarding to see so many people pulling together to raise money for a great cause."

All net proceeds from the Fitger's 5K directly benefit the Young Athletes Foundation. In 2010, the YAF received more than \$26,000 from the Fitger's 5K, the foundation's largest fundraiser.

Duluthians Jeremy Polson (15 minutes, 35 seconds) and Katie Koski (18:23) were the top finishers at the 2010 race, which drew a record 1,582 registrants.

The 2011 field is limited to the first 1,700 registrants, an increase of 200 from last year's event, which reached its entry limit one month prior to the race.

Registration for 2011 officially opened in November and more than 600 runners have already entered. The Fitger's 5K registration process is conducted exclusively online, so runners and walkers should visit grandmas-marathon.com or youngathletesfoundation.com to secure a spot. The entry fee of \$25 includes an official race T-shirt for all finishers. For more information, visit: www.GrandmasMarathon.com, www.YoungAthletesFoundation.com, or call (218) 727-0947.

thinkSPRING!
REGISTER NOW AT:
GrandmasMarathon.com

SATURDAY, APRIL 16, 2011
9 A.M. START ENTRY FEE: \$25

REGISTRATION LIMIT: FIRST 1,700 PARTICIPANTS (NO RACE DAY REGISTRATION)
FREE PARKING IN FITGER'S RAMP

The race starts & finishes at Fitger's
600 East Superior Street - Duluth, MN

RUN & WALK



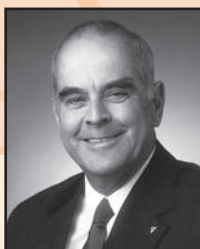
COMMITTEE MEMBERS:

- Don Fennessy**
Chairperson
Retired, Minnesota Power
- Gary Black**
Vice-Chairperson
Cirrus Aircraft
- LuAnne Anderson**
Lake Superior College
- Jinell Abernethy**
Anytime Fitness
- Adele Hartwick**
City of Duluth
- Angel Hohenstein**
YMCA
- Bill Kimbler**
CW Technology
- Dana Moore**
College of St. Scholastica
- Dave Malban**
Attorney
- Dave McNamee**
Jedlicka Middle School
- Sharon Montgomery**
Duluth Police Department
- Jeremy Polson**
Albrook High School
- Denny Sauter**
Retired, Carlton High School

YAF SPONSORS:



SPECIAL THANKS:



A Word From Don Fennessy YAF Chairperson

The new year is off to a running start for the Young Athletes Foundation.

We get things kicked off in April with our largest fundraiser of the year – the Fitger's 5K. Seeing this race grow in the past 22 years has been so rewarding – this year's edition will certainly set a new record number of runners and walkers as we have increased the field to 1,700.

The YAF calendar also includes the Park Point 5-Miler on July 15 and the always-popular Wednesday Night at the Races kids' events, which begin July 27 and continue every week through August 31.

As we move forward with this year's

program opportunities for youth parallels St. Luke's mission.

Last year alone, the YAF distributed more than \$59,000 through grants and other program support – a new single-year record. I am thrilled to report that since 1990 the YAF has given nearly \$450,000 to area youth organizations.

We couldn't accomplish any of this, however, were it not for the outpouring of support we receive from our sponsors, volunteers, businesses and municipalities. On behalf of the YAF committee and Grandma's Marathon, we appreciate everyone's continued dedication and commitment.

I wish everyone the very best in the year ahead.

St. Luke's Putting Patients First

Putting patients first is St. Luke's mission and top priority.

Ensuring that our youth have access to safe, healthy activities is one way to fulfill that promise. St. Luke's is proud to be a sponsor of the Young Athletes Foundation.

The YAF's mission to provide athletic

program opportunities for youth parallels St. Luke's mission.

We both believe that participation in sports and other activities is important to a balanced, healthy life. St. Luke's support will enhance the YAF's commitment to make a difference in the health of our community.



maurices Building Hope Through Local Giving

maurices has been one of the mainstay businesses in Duluth for almost 80 years, and its impact on the fashion industry and on the community goes way beyond this northern Minnesota town.

What started in 1931 as a small women's fashion shop in downtown Duluth, has grown into an operation consisting of 760+ specialty stores located in 44 states. maurices, which today employs more than 6,000 people and is owned by Ascena Retail Group, Inc., has not only expanded the amount of store locations it operates, but also has diversified the merchandise it carries. maurices provides clothing and fashion apparel for women with a savvy, fashion-conscious attitude; offering sizes 1 – 24 (in select stores), maurices' styles are inspired by the girl in everyone, in every size.

As corporate philanthropy leaders in the community, maurices has a strong commitment to working with other leading non-profits in the region to make a difference. "It is important to maurices that the dollars we distribute help the communities where our associates live, work and play," says Monica Hendrickson, marketing manager at maurices.

"We really like to partner with youth organizations, such as the Young Athlete's Foundation, a great way to make an impact in our

region," says Hendrickson. "If we as a community all do our part to make sure that our youth are strong, well-rounded individuals, they become viable, long-term citizens in our community."

maurices has also helped organizations in Duluth, such as Grandma's Marathon, achieve success. "When Grandma's Marathon became a nonprofit organization in 1987, maurices was one of the first businesses to help us out by becoming a presenting sponsor. Their continued support as a major sponsor has been instrumental in the growth of Grandma's Marathon and supporting events. They have helped us every step of the way," says Executive Director Scott Keenan.

During Grandma's Marathon weekend, maurices associates, along with their families and friends, staff the 21-mile water station. They greet runners with cheers and smiling faces on London Road at a crucial point in the race for the runners—Lemon Drop Hill.

"Grandma's Marathon is a time when the whole city comes together to cheer on our friends, neighbors and runners throughout the world," says Hendrickson. "We have so much fun with the maurices team, the runners and the terrific neighbors on our mile. We are proud to support such a terrific community event!"

To find a maurices store located near you, career opportunities, or to shop online, log on to maurices.com.



Sponsoring the Young Athletes Foundation is a Natural Fit for Minnesota Power

Minnesota Power has a longtime commitment to enrich the communities it serves by supporting youth development, education, the environment, community service, arts and culture, and health and human services.

So becoming a major corporate sponsor of the Young Athletes Foundation (YAF) is a natural fit for the Duluth, Minn.-based utility company, which serves electric customers in a 26,000-square-mile service territory, including some of the largest industrial customers in the United States.

"YAF is a great organization, because it really encourages children to participate in physical activity, starting from a young age," said Peggy Hanson, the company's foundation director.

"I think one key reason for YAF's success is that it focuses on the fun and camaraderie that are so important – and that children don't have to be star athletes. Everyone is a winner because they're participating."

Hanson also noted that encouraging physical

activity for youngsters helps set positive habits for developing a healthy adult lifestyle.

"At Minnesota Power, our health and wellness program is a key part of our work environment," Hanson said. "Company-supported sports groups at MP appeal to a wide variety of employees – everything from skating, running, walking, skiing and volleyball to bowling and golf. We also hold programs about balanced nutrition, lifestyle choices, self-care and the importance of supportive social connections. All of us will be able to function more efficiently at work and home if we're taking care of ourselves physically and try to reduce stress."

Children and youth who'd like to learn more about Minnesota Power are encouraged to log on to www.minnesotapower.com, click on "Community," then "Education" and "Educational Materials" – which includes the e-SMART Kids interactive Web site designed to entertain as well as educate students.



The Shack Proud Sponsor of the YAF



One of the Young Athletes Foundation's dedicated supporters is a business that has been entertaining Twin Ports residents for three decades.

The Shack Smokehouse & Grille is a long-time icon in the area's dining and entertainment community.

As a member of the YAF sponsorship team, The Shack helps promote healthy, rewarding lifestyles for area children. "We are very happy for the opportunity to participate with such a great organization. After all, our children are our future," says owner Doug Dalager.

Located on the west side of Superior in the Billings Park neighborhood, The Shack is a con-

venient dining spot for residents of both Superior and Duluth. It is easy to get to from anywhere in Duluth via the Bong Memorial Bridge. At the foot of the bridge, simply take a right and continue two blocks until you see The Shack.

Well known for serving some of the best tasting cuisine in the area, The Shack is open for lunch and dinner seven days a week. Happy hour is a local favorite at The Shack with a daily happy hour running from 2 – 7 pm. In addition, their experienced catering staff will make you look like a star to your friends, family and business associates by handling all of the details to make your banquet, reception or special party a smooth and worry-free experience.

The Shack also offers dinner theatre productions, jazz shows and standup comedy in the beautiful Shack Show Room.

For details and more information regarding all of the entertainment, catering, menus and specials at The Shack, call (715) 392-DINE (3463) or visit www.shackonline.com/restaurant.

Young Athletes Foundation 2010 Live & Silent Auction

A huge thank you to everyone who played a part in making the 2010 Young Athletes Foundation Live and Silent Auction a great success.

The wonderful items contributed from the business community and the generous bids from those attending helped raise nearly \$15,000 for the YAF.

A fun twist added to the event was a "costume optional" theme, which many guests took advantage of to showcase their pre-Halloween spirit. Awards were given to the best costumes.



Here are our costume contest award winners! From left to right: Blind Referee, Sleeping Beauty and Peter Peter Pumpkin Eater.



Taylor Kosey



Joel Johnson

Congratulations to University of Minnesota Duluth student athletes Joel Johnson and Taylor Kosey.

The two runners were selected as the 2010 UMD Cross-Country Scholarship recipients.

Johnson, a freshman from Chisholm, Minn., and Kosey, a sophomore from Superior, Wis., were each awarded \$1,000 scholarships, courtesy of the Young Athletes Foundation.

Each year the YAF awards \$1,000 scholarships to one male and one female UMD cross-country runner from the foundation's five-county area. Since 2006, the YAF has partnered with UMD to provide this opportunity to Bulldog athletes.

Scholarship Winners

CONGRATULATIONS, JOEL AND TAYLOR.