



Seneca7 Media Packet

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Greetings!

I'd like to introduce you to the Seneca7, a team running relay based out of Geneva, NY and now in its third year. The Seneca7 consists of more than 200 seven-member teams, including many from across central New York, competing on a 77.7-mile course encircling Seneca Lake, passing through Watkins Glen and Finger Lakes Wine Country. The race was featured in the April 2012 edition of *Runners World* magazine.

This year the race filled to its 200-team capacity in December, a full four months before the race date. Once the regular entries sold out we opened up 'charity slots' – seven additional teams each paying \$777.77 - with the additional fee going to local charities. (Our other race, the Musselman Triathlon, has raised more than \$13,000 over the past two years through similar charity slots). The Seneca7 charity slots sold out in less than a week, and as of today the waiting list for the race continues to grow.

We've been surprised by the speed with which interest in the race has increased over the three years since it began. In our inaugural year 75 teams participated; last year, 154.

The Seneca7 has something for everyone. For competitive runners, it's a chance to field a lightning-fast team and encircle Seneca Lake in the shortest amount of time possible. For the average runner, it's a chance to enjoy one of the most beautiful backdrops you'll ever see in a race. And for beginning fitness buffs, it's a chance to compete in an event with a team of like-minded athletes: camaraderie is a great motivator for training, and race course support makes running a shorter distance (as part of a much longer distance) a real accomplishment.

We hope you'll consider joining us in Geneva, Watkins Glen, or somewhere along the course on April 21. We'll have 1,449 runners, and hundreds of team supporters and volunteers, hailing from across upstate, western, and central New York. Any coverage you provide is appreciated by all.

I thank you for your time, and hope to hear from you.

Regards,

C. D. Henderson
Coordinator, Public Relations & Media
Seneca7





Seneca 7 Official Media Guide April 21, 2013 | 77 Miles – Teams of 7

Website: www.Seneca7.com | Media Hotline: 1-800-915-6760 or pr@Seneca7.com

It's all about the 7s.

77 miles ... Teams of 7 ... 21 Relay Legs
April 21 at 7 a.m.



2013 Seneca 7 Race Day Info

Saturday, April 20

1 – 3 p.m. Check-in For Volunteers
(Smith Opera House, Geneva)

1 – 3 p.m. Packet Pickup for Athletes
(Smith Opera House, Geneva)

3 p.m. Mandatory Pre-Race Briefing
(Online or Smith Opera House, Geneva)

Sunday, April 21

5:45 – 9:15 a.m. Packet Pickup for Athletes
(Smith Opera House, Geneva)

7:00 a.m. Race Start! Wave 1

7:30 a.m. Race Start! Wave 2

8:00 a.m. Race Start! Wave 3

9:00 a.m. Race Start! Wave 4

9:30 a.m. Race Start! Wave 5

(Downtown Geneva)

3:00 – 6 p.m. LakeFest!

3 p.m. Seneca.7 Kids Race

5:00 – 9:00 p.m. Post-Race Celebration

7:00 p.m. Lighting of Lakeside Bonfire

7:57 p.m. Awards Ceremony



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**MEDIA HOTLINE:
1-800-915-6760**

**EMAIL:
PR@SENECA7.COM**

Real-Time Race Tracking:

<http://www.seneca7.com/event/tracking.html>

Live Maps:


<http://www.seneca7.com/live>

Interactive Course Maps:

<http://maps.onemillionrevolutions.org/map.jsp?mapID=2381002>

Raceday Rules:

<http://www.seneca7.com/event/rules.html>



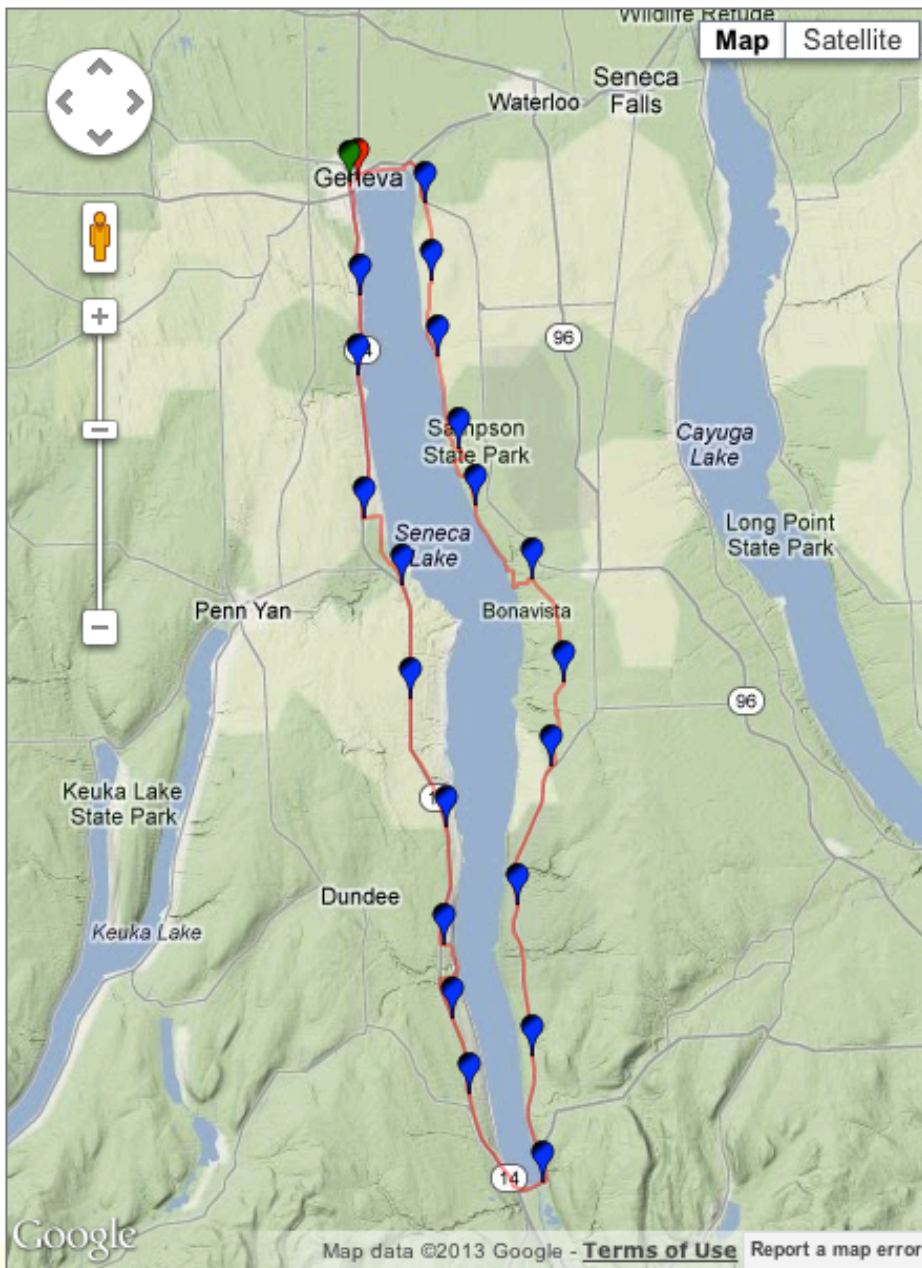
Seneca

April 21, 2013
Geneva, NY





Course Information



- Leg 1** 📍 Geneva
- Leg 2** 📍 Roy's Marina
- Leg 3** 📍 Kashong Point
- Leg 4** 📍 Anthony Rd Winery
- Leg 5** 📍 Perry Point
- Leg 6** 📍 scenic overlook
- Leg 7** 📍 Ol' Fourteener
- Leg 8** 📍 Glenora Wine Cellars
- Leg 9** 📍 Magnus Ridge Winery
- Leg 10** 📍 Lakewood Vineyards
- Leg 11** 📍 Clute Park
- Leg 12** 📍 Silver Springs
- Leg 13** 📍 Sheldrake Point Winery
- Leg 14** 📍 Kings Garden
- Leg 15** 📍 Billy's Burgundy Barn
- Leg 16** 📍 Bonavista Golf Course
- Leg 17** 📍 Sampson (south)
- Leg 18** 📍 Sampson (north)
- Leg 19** 📍 Seneca Lake Camp
- Leg 20** 📍 Zugibe Winery
- Leg 21** 📍 Ventosa Winery
- Leg 22** 📍 Lakefront Park

Complete information on the course, including detailed descriptions of each leg and directions for both runners and support/media vehicles, is available online: www.seneca7.com/course.



Celebrating the Local

The Seneca7 is a celebration of our lake, our region, and the abundance that such a beautiful setting affords us. We believe in the power of a local economy to sustain its residents and its resources, so we strive to showcase that as Seneca7 athletes visit and/or rediscover this place that we call home.

Our first and founding sponsor is Red Jacket Orchards, a family-owned company that harvests the goodness from the orchards that line the shores of the Seneca, and shares that goodness with all in the form of fruits and fruit juices. Grown, pressed, and bottled within minutes of the city limits (athletes can visit their Farm Store on Rte. 5&20), we feel that you can't get any better than this Geneva goodness. Red Jacket has also been a Musselman Triathlon sponsor since its inception.

The official footwear company of the Seneca7 is Geneva-based Vere Sandals. Made with recycled materials, Vere sandals are the only Sandals on the market manufactured exclusively in the United States. The Eades brothers could have gone anywhere in the country to establish their factory, but they chose to come home to Geneva, and the Seneca7 is proud to introduce our runners to their brand.

Waiting for participants at the finish line: a custom finisher medal, pressed and cut just for the event by Vance Metal at their plant on Rte. 14, Geneva. Vance is a locally-owned company with an international reach, and the Seneca7 is proud to present each team a keepsake that they can wear without fear of lead, cadmium, or any of the latest metal hazards coming at us from overseas.

Top Seneca7 finishers will receive an award carved by local artisan Fred Brockway and laser-etched by John Eades of Vere Sandals. Fred turns local wood into something any athlete would want to display on the mantel for years to come. In our inaugural year (2011), awards were designed and made by Lake to Lake Jewelry, a venture of local artist Hannah Hoffman, using recycled and tumbled glass from bottles of local wine. We guarantee Seneca7 award-winners won't receive the same awards anywhere else - because they don't exist anywhere else.

Every team has an opportunity to offset its vehicle's greenhouse gas emissions during registration (and the race picks up the rest of the tab), but teams who choose to bike rather than drive are doing even more to protect the local air quality. To reward these teams, local companies sponsor special baskets full of goodies to be enjoyed after the day is done. Products in these baskets include local mustard from Nunda, bottles of wine from the Seneca Lake vineyards of Billsboro Winery, nut butter from Once Again Nut Butter, local honey, and much more.

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While the post-race party features a local band and sound engineer, the real star of the show is the food! The chili is made with local vegetables, and the non-vegetarian version uses free-range, organic, grass-fed beef from the MacDonald Farm just a few miles away in Romulus. The chili is prepared by hand by volunteers from the St. Peter's Arts Academy in their downtown church kitchen, and served to athletes by a group of dedicated volunteers. To accompany it (along with Red Jacket fruit and juices) we offer cornbread made on raceday by Redman's Catering, a one-man show producing some of the finest southern cuisine anywhere, as well as delicious cookies made by mom with local eggs and butter. (We're not kidding - co-race director Jackie's mom, Kathy Augustine, bakes all of them!)

The spotlight on the local isn't reserved for the post-race party, though. Even before athletes toe the starting line, they'll be introduced to the bounty of the Finger Lakes. Their goody bags are from Once Again Nut Butter, and the heaviest item in that bag is a jar of one of their several tasty varieties (peanut, cashew, sunflower, almond). Once Again is located in nearby Nunda, NY where all of the nut butter processing and packaging occurs. And there is enough Chobani yogurt for everyone to have a cup. Chobani is a growing business in Upstate New York, founded in 2005 and committed producing the best greek yogurt using all natural ingredients and no r-BST treated milk.

"There are a lot of things that go into race production, and there are generic and cheap solutions for a race director's every need," says race co-director Jeff Henderson. "We strive to do things differently. The Seneca7 puts principles over profit, and we know we've succeeded if athletes have developed an appreciation for this place and the many things it has to offer. We like it here, and we hope they do, too."



Charity Slots...

The Seneca7 filled to its 200-member team capacity more than four months before the race date. Once all of the entry slots had been spoken for, race organizers did something that they've done for sister race the Musselman Triathlon: they opened up additional 'charity slots' – team entries available for \$777.77, with proceeds going to the local charity of each team's choice.

"Charity slots are one way we can give back to the community that sustains us," says race director Jeff Henderson. "We are grateful that so many want to take part in the Seneca7, and we are equally struck by the vast needs of Geneva and the surrounding region. Through charity slots, our race serves as a conduit between local charities in need, and athletes who would like to do more to help."

Henderson notes that, for both the Seneca7 and the Musselman Triathlon, some participants actually choose to wait out the registration process in favor of the more expensive 'charity slot'.

Among those giving this year:

Team #201: Fleet Feet Racing Buffalo, NY
(Geneva Family YMCA)

Team #202: 7 Habits of Highly Out of Shape People
(Community Lunch Program)

Team #203: 6 Mikes with a Will
(B&G Club of Geneva)

Team #204: Team Fartleks
(B&G Club of Geneva)

Team #205: 7 The Hard Way
(Family Counseling of the Finger Lakes)

Team #206: Simply Inspired
(Thrive to Survive)

Team #207: Better Than Bond Girls
(Safe Harbor)





Team Spotlight: The Alumni Association

When the third-annual Seneca7 takes place this year the unofficial alumni association will take their place at the starting line, in the form of **Team Hornell Harriers**.

“I heard about your race through some friends that have done it before,” says Todd Ludden, a former runner at Hornell High School. “An old friend of mine, James Osborne, told me that he was putting together a Horseheads team. He asked if we would put together a Hornell team.”

Ludden started his search for seven with some of Hornell’s newer graduates, and then some of the older graduates, and began to hear back.

“It just started to seem like the time to get an alumni team together... it seemed like it was going to be a lot of fun,” Ludden says.



“Both the current high school cross country and track coaches run for fitness – Mike DeGaetano and Damian Demarco, so they were immediately on board.” Ludden continued to search, and heard from old friend, and current McQuaid Jesuit high school head coach Todd Stewart, that Stewart was interested in joining Team Hornell Harriers, as well.

Ludden and Stewart, who were both recently inducted into their high school hall of fame, hope to be competitive, and have fun, at the Seneca7.

“I guess I’m the one who has gotten to know and stay in contact with new and old alumni, since I coach at a rival school in Bath,” Ludden says. “But we all looking forward to getting together for this race. Maureen and Michelle are two of top female distance runners to go through Hornell. Brittany Broderick has really taken on training for half marathons and marathons – she’s trying to train for Boston. Although most of us don’t train as much as we used to, we all look forward to spending the day with each other.”



Team Spotlight: Sorority Sisters

When you think of college sororities, the last thing that comes to mind is probably serious athletic training. Not so for the **Team Omega-7 DHA**, however. (The DHA stands for Dangerously Hot Alumnae!)

“Our team consists of all alumnae of Omega Delta Phi Sorority in Potsdam, New York,” says sorority sister and avid runner Kelly Mayne. “Our sorority is comprised of students from both SUNY Potsdam and Clarkson University, and has been part of the community for over 50 years.”

Mayne says the idea of a team relay was borne when a sorority sister saw an ad in Runner’s World magazine for another relay, in the Adirondacks region, and started asking around to gauge interest.

“She was able to find twelve crazies from our alumnae database interested in forming a team and running in these events,” says Mayne. “We ran the Ragnar Relay Adirondacks 2012 back in September, and we are already registered to do so again this fall. Five of the twelve will be making up our Seneca7 team, with two new teammates as well. This will be our first time running the Seneca7.”

“Our runners span nearly 30 years in age, and many of us had never met before running in our first race. But we all share the common bonds of sisterhood and physical fitness. We hope this relay running trend will continue for years to come!”





Team Spotlight: All In The Family

Theresa Fulgieri's family lives in the location of the old Sampson Air Force Base officer's club, right on the route of the Seneca7. But the Fulgieri's won't be joining other families on their front lawns cheering for runners on April 21 - they'll be running past their house, as part of **Team Kendala Kids**.

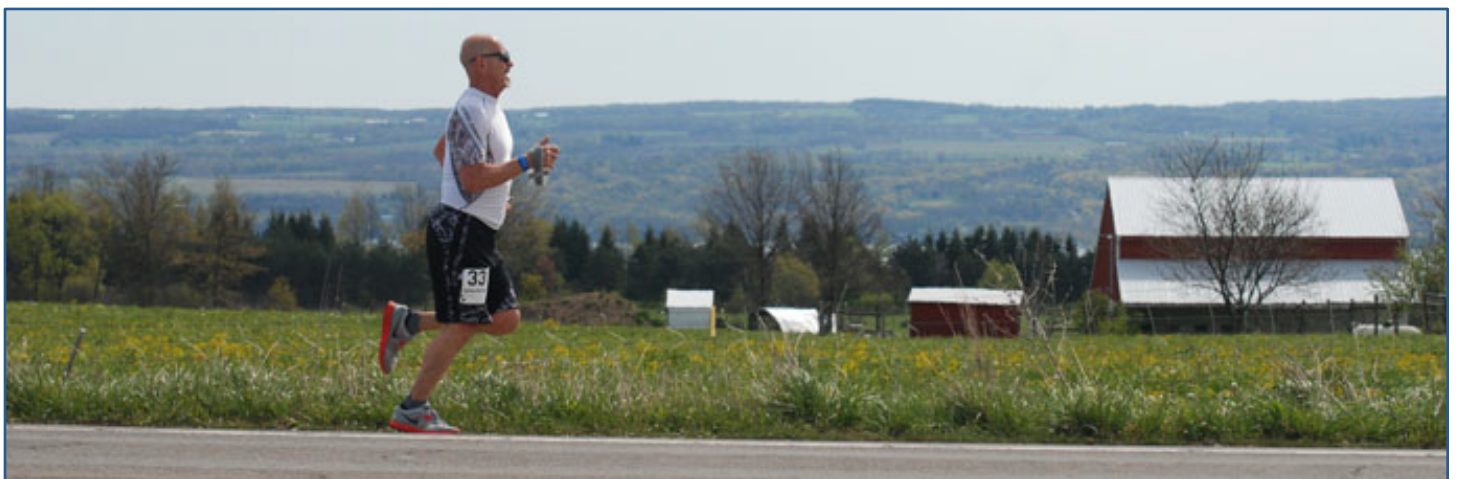
"Since I have five children it was relatively easy to get a team together," says proud mom Theresa Fulgieri. "My husband and I are marathon runners, and we regularly bike around the lake and other lakes nearby. Last year was the first year we did this event, and we placed second – behind an all young male team!"

Fulgieri says that one daughter will be unable to be on Team Kendala Kids this year, since she is close to delivering her first baby – but that she'll be in the car as support with food and water, since the team felt undernourished in their first year.

"We had quite a few very funny things that happened in 2013," she remembers. "My husband got 'lost' in Watkins Glenn. For a while everyone assumed he was having a beer and pizza at Jerlando's," she quips. "We also had some major problems with shoes: my daughter lost her biking shoes and had to ride with sneakers – and her husband's sneakers got lost and he ended up running barefoot!"

Still, every member of the team managed to run under 7-minute miles the entire 77, their goal for the race. Fulgieri hopes it's a feat they can repeat in 2013.

Fulgieri will be joined by her husband, children – three medical doctors and one attorney – and a neighbor who is also an avid runner. "She is participating again with us this year, and she is like family."





Team Spotlight: The Team To Beat?

When the **Cayuga 7** take their place at the starting line, they'll be the team to beat: they took first place in the Seneca7 in 2011 *and* 2012.

“The first year’s Cayuga 7 team was organized by Ian Golden of the Finger Lakes Running & Triathlon store in Ithaca,” says team captain Adam Engst. “There are a lot of good runners in Ithaca, and both of the last two years we’ve managed to pull together some really talented and fast guys,” says Engst. “The actual seven members on the team haven’t been particularly stable from year to year, because of injuries and scheduling conflicts. But since a number of us run most every day with the High Noon Athletic Club at Cornell University, there’s a known pool of fast runners. Last year we actually outpaced the volunteers.”

Engst is referring to the well-known running club that meets every weekday at Teagle Hall on the Cornell University campus – and has done so, in fact, since before it was even formally named in 1982. In a fitness-conscious community that includes Cornell University and Ithaca College, the runs attract considerable talent, which makes putting a strong team together fairly easy – and makes the Cayuga 7 this year’s team to beat.





Team Spotlight: Guarding Our Shores...

For one Seneca7 relay team returning to the shores of Seneca Lake in 2013, encircling the circumference of a body of water won't be anything new – it's what they do for their day jobs.

"This is the second year that we have done the race," says Thomas Pequignot, captain of **Team USCG Buffalo Sector**. "We represent the Coast Guard Running Club. Our chapter of the club is relatively new, located out of Buffalo, New York. Our goal is to promote as many Coast Guard employees as possible running and competing under the Coast Guard banner."

US Coast Guard Running Club (USCGRC) was established to organize the network of runners within the Coast Guard. The Coast Guard is keenly situated with dense populations in some of the country's best running cities, like San Francisco (the Bay Area), Seattle, and Washington DC.

"The club endeavors to raise the awareness of Coast Guard athletes – with a focus on runners – within our service, amongst the other services, as well as the public," says Pequignot. "All members of the Coast Guard family, including Active duty, Retired, Reserve, Civilian, and Auxiliary, as well as their dependents are welcome to join." Pequignot says even friends of the Coast Guard, with a qualifying sponsor, are welcome to become members of the club.

"We truly enjoy running the Seneca7 because it promotes teamwork, personal physical fitness and inspires the same in others," says Pequignot. He notes that the Coast Guard teams are especially appreciative of race organizers and all of the volunteers from the Finger Lakes Region.

More Information: www.RunUSCG.org





Cpl. Kyle Schneider & The ‘Freedom Team’

For one Seneca7 team, the race will be filled with challenge, reward – and symbolism.

The **‘Freedom Team’** consists of family and friends of Cpl. Kyle Schneider, a Baldwinsville-area Marine who was killed in Afghanistan June 30, 2011.

“Kyle loved to run,” says his mother, Lorie Schneider. “He ran track in high school. When he was stationed in Washington, DC he used to enjoy running to the National Mall to see the sunrise, and would take runs around Arlington to pay respect to those brave men and women who gave all.”



Kyle’s annual visits home always included a special trip around Seneca Lake, she recalls.

“He loved Seneca Lake. The beauty of it – our family drives around it filled with laughter and fun, lunches at restaurants, fishing trips with his Dad and brother, watching sunsets – Seneca Lake was one of his favorite places.”

“Shortly after Kyle’s ‘Angel date’ we decided that we had to carry on his mission for him, to continue to help his fellow Military brothers, community and country,” Kyle’s mother remembers. “We knew that we had to do so doing something that he so loved: running. We decided to create the Cpl. Kyle R. Schneider Foundation and the Freedom Team.”

A foundation was born.

The first function for the Freedom Team was the Festival of Races in Syracuse on September 30, 2012. Lorie Schneider walked the 3K, while local Marines, as well as Marines from Kyle’s unit, ran the 5K. They were joined by friends, family and community members who did either the 5K run or 3K walk to honor and remember Kyle.



The Freedom Team – Continued

Kyle's parents' and family's goal is to keep their son's name alive – and to help people in his honor and his memory.

“The Freedom Team is open to anyone who has the desire to run any race at any level, and while doing so honor and remember Kyle and all others who have fought and died for our freedom,” Lorie explains. “Let them never be forgotten!”

When Lorie heard about the Seneca7 she knew it was a race the Freedom Team needed to do. She began training, determined to make up one part of the seven-member team that would run 77 miles, encircling Seneca Lake, in her son's memory.

“I have never run before,” Lorie admits. “I am not even sure if I enjoy it, to be honest. But something deep in my heart knew it was something I must do. Create a team to run this race for him, and also become a part of the team.”

In December Lorie joined a local half marathon running group in the hopes of preparing for the run. She quickly realized the ability level of other members surpassed her own, so she started reading books about running, and running on her own.

“Kyle is with me on every run. My goal was just running one mile without stopping, and I did it. Kyle could run fast, and for ten miles easily at a time, so I am inspired to try to do so, too.”

Lorie admits to trepidation about her own preparations for the race.

“I am not sure if I will ever run fast, but there are Freedom Team members that can and do. In October 2012, one Freedom Team member ran the Marine Corps Marathon in Kyle's honor. It started and ended near Arlington where Kyle is now laid to rest.”

That man will travel to New York to make up one-seventh of the Seneca7 Freedom Team – and Lorie is determined to be ready to do her part, as well.

Continued, Next Page...





The Freedom Team – Continued

“When I run for Kyle, I run with a purpose,” she says. “I feel his passion for running, and his passion for his country. I run with my heart filled with love, respect, appreciation, gratefulness and sorrow for my brave beloved son, who laid his life down for his country, his brothers in arms and his family, and for all those that have sacrificed for freedom. We are home of the free because of our brave. The other members of the Freedom Team express to me that running in memory of Kyle gives them a feeling that they know that they will finish because they will have an Angel with them.”

“Kyle will be smiling down on us as we take every step. This race is for him; every step, every breath, every beautiful sight we see, every pain that we will feel, every struggle that we will encounter, every smile, every cheer. This is for Kyle.”

That the backdrop will be one of her son’s favorite places only makes the experience sweeter.

“We will run around Seneca Lake. A lake with so many beautiful memories. Memories of a family, memories of a boy who became a Marine, of a man who so loved his country that he gave his life for freedom. As I run the Seneca7, because of our family's connection to this lake, I will run with tears. Tears of joy of being the one chosen to be called his 'Mama.' Tears of pride. Tears of memories of laughter and fun. And tears of sorrow: sorrow for the wedding and grandchildren that will not be; sorrow of the hugs and laughter I so miss; and sorrow for the runs that Kyle will only have now through me.”

“The Seneca7 is a journey with a purpose for the Freedom Team,” she says. “Seneca Lake is *our* lake. We may place last, but no matter where we finish, this race is ours, and in our hearts we will have the heart to finish the race with an Angel beside us.”

**Interested in covering these stories,
or any other aspect of the event?**

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