

**On Sunday, April 27th
more than 1,500 runners
will circle the circumference of Seneca Lake...**



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Media Guide

Sunday, April 27th at 7 a.m.
7 Runners - 77.7 Miles
www.Seneca7.com







April 2014

Greetings:

I'd like to introduce you to the Seneca7, a running relay based out of Geneva, NY and now in its fourth year. The Seneca7 consists of more than 200 seven-member teams, including many from across upstate 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 Runner's World magazine. This year it filled to capacity in a matter of days. Part of our popularity is due to the media coverage we've received in past years, so if you've covered our race before, we thank you!

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 ultra-competitive, it's an opportunity to meet rivals from previous years, avenge old losses, and break records. 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 team distance) a real accomplishment.

We hope you'll consider joining us in Geneva, Watkins Glen, or somewhere else along this 77.7-mile course on Sunday, April 27. We'll have more than 1,500 runners, hundreds of team supporters and volunteers, hailing from across upstate, western, and central New York.

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

Regards,

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





EVENT TIMELINE

Saturday, April 26

Noon – 3:45 p.m. Van Decorating Contest
Seneca Street Parking Lot

1:00 p.m. – 3:00 p.m. Volunteer Check-In
The Smith Opera House

1:00 p.m. – 4:00 p.m. Packet Pickup
The Smith Opera House

4:00 p.m. Mandatory Pre-Race Briefing
The Smith Opera House

Sunday, April 27

6:00 a.m. – 9:00 a.m. Bike Lounge Open
Geneva Bicycle Center

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

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

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

8:30 a.m. Race Start! Wave 4

9:00 a.m. Race Start! Wave 5

9:30 a.m. Race Start! Wave 6

Downtown Geneva

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

7:27 p.m. Awards Ceremony
Geneva Lakefront



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Facebook Group:

www.facebook.com/groups/theseneca7

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[@TheSeneca7](https://twitter.com/TheSeneca7)

Search For Hashtag: #Seneca7



EXCHANGE POINTS

Roy's Marina

Milepost: 3.8
 GPS: (42.813, -76.9769)
 4432 West Lake Road, Geneva

Kashong-ish

Milepost: 6.5
 GPS: (42.774357, -76.97865)
 5214 West Lake Road, Geneva

Anthony Rd Winery

Milepost: 11.4
 GPS: (42.70569, -76.97417)
 1020 Anthony Road, Penn Yan

Perry Point

Milepost: 14.6
 GPS: (42.67367, -76.94914)
 Kings Hill Road

scenic overlook

Milepost: 18.4
 GPS: (42.61905, -76.94366)
 Route 14, between Camp Rd and Randall Crossing Rd

O' Fourteener

Milepost: 23.0
 GPS: (42.5568, -76.92043)
 South end of Old Fourteen Rd, Dundee

Glenora Winery

Milepost: 27.1
 GPS: (42.50079, -76.92195)
 5435 Route 14, Dundee

Magnus Ridge Winery

Milepost: 30.4
 GPS: (42.46498, -76.91658999)
 6148 Route 14, Rock Stream

Lakewood Vineyards

Milepost: 33.1
 GPS: (42.42872, -76.90631)
 4024 Route 14, Watkins Glen

Clute Park

Milepost: 37.8
 GPS: (42.38487, -76.85916)
 Route 414, Watkins Glen

CON'D NEXT PAGE →

← CON'D FROM PREV PAGE

Silver Springs

Milepost: 42.3
GPS: (42.44687, -76.864)
4408 Route 414, Burdett

Sheldrake Point Winery

Milepost: 47.5
GPS: (42.519848, -76.87356)
5930 Route 414, Hector

Idol Ridge

Milepost: 52.4
GPS: (42.58602, -76.851974)
9085 Route 414, Lodi

Billy's Burgundy Barn

Milepost: 55.5
GPS: (42.61365, -76.84853)
Corner of Townline Rd and County
Road 131, Lodi

Bonavista Golf Course

Milepost: 59.2
GPS: (42.67586, -76.86414)
7194 County Road 132, Ovid

Sampson State Park (South)

Milepost: 63.2
GPS: (42.72978, -76.9075)
End of lakeside trail
Sampson State Park

Sampson State Park (North)

Milepost: 65.8
GPS: (42.72978, -76.9075)
North end of Sampson State Park

Seneca Lake Camp

Milepost: 69.1
GPS: (42.78319, -76.92654)
5005 East Lake Rd, Romulus

Zugibe Winery

Milepost: 71.7
GPS: (42.81765, -76.93109)
4248 East Lake Rd, Geneva

Ventosa Winery

Milepost: 74.3
GPS: (42.85671, -76.93442)
3440 Route 96A, Geneva

FOR MORE INFO:

<http://www.seneca7.com/course/exchanges.html>



THE SENECA7
APRIL 27, 2014
77.7 MILES
7 RUNNERS
GENEVA, NY

EVENT SPONSORS



Red Jacket Orchards was the very first sponsor of the Seneca7. Their orchards, located in the fertile lands in and around Geneva, have been producing sweet fruits and juices since 1958. You can find Red Jacket products throughout the east, including Wegmans and Whole Foods Markets, and locally in Geneva on Rte. 5&20.

In these times of internet shopping and the decline of local shops, the **Geneva Bicycle Center** stands as testament to the power of personal service and know-how. Geneva Bicycle Center supports bike teams on the course, and provide a warm place for teams to hang out in Geneva before the start of the event.



Once Again Nut Butter develops and supports responsible production of nut and seed butters, as well as honey. Their products are produced in Western NY from organic ingredients. Seneca7 athletes get to enjoy Once Again's peanut, almond, sunflower, and cashew butters at the race. Yum!

Located on the Cayuga Lake Wine Trail, **Knapp Winery** was the first winery in the Finger Lakes Appellation to plant and vinify the grape variety Cabernet Franc. The growing estate also includes Riesling, Chardonnay, Lemberger, Sangiovese, Merlot, Baco Noir, Cayuga, Catawba, Seyval, Vignoles and DeChaunac. Knapp is owned by the same family that owns Glenora Winery, host of a Seneca7 exchange point.



EVENT SPONSORS



Located on the Seneca Lake Wine Trail, **Glenora Winery** has hosted the Seneca7's seventh exchange point since our inception. Not only are Glenora's wines award-winning, but the inn overlooking Seneca Lake is one of the jewels of the Finger Lakes.

The **Finger Lakes Institute** is dedicated to the promotion of environmental research and education about the Finger Lakes and surrounding environments. In collaboration with regional environmental partners and state and local government offices, the Institute fosters environmentally-sound development practices throughout the region, and disseminates the accumulated knowledge to the general public.



For over thirteen years **Fleet Feet Sports, Syracuse** has been dedicated to creating an inclusive environment in which all types of people receive outstanding service in the fitting of running, walking, and cross training shoes as well as accessories and apparel for the active lifestyle.



Locally owned and operated, the store is an active member of the local running and triathlon community and in 2012 was named Best Running Store in America by *Competitor* magazine.

Teams of 12 (or six for 'ultra' style) pile into two vans and run 200(ish) miles, day and night, relay-style. From Saratoga Springs to Lake Placid, **Ragnar Relay Adirondacks** might just take your breath away on September 26-27, 2014. Ragnar makes testing your limits a team sport. Experience the Adirondacks, conquer the course and celebrate with your friends!





LIVE TRACKING

The Seneca7 has created an interactive map of the race that shows each team's exact location during the race. By clicking a team's marker on the map, you can see the time of arrival at each exchange point, each team's current pace, and their estimated arrival time at the finish line. After the race, this data is used to produce **results with split times**, a **roadkill report**, and a **real-time replay**.

Want to follow a team you're covering?
Visit the 2014 Live Tracking hub here:

seneca7.com/event/tracking.html

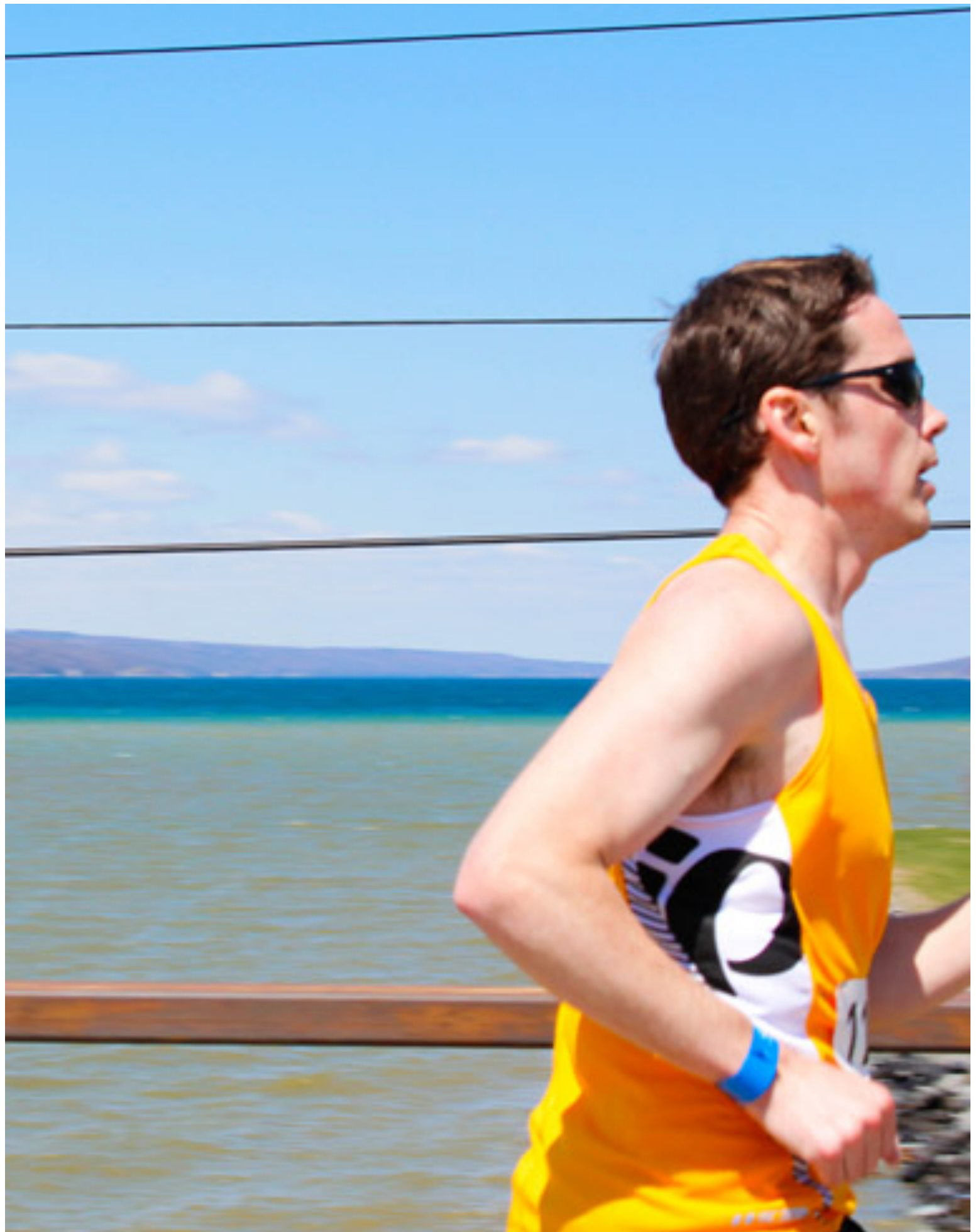




PHOTO OPS!

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7:27 p.m. Awards Ceremony @ Geneva Lakefront

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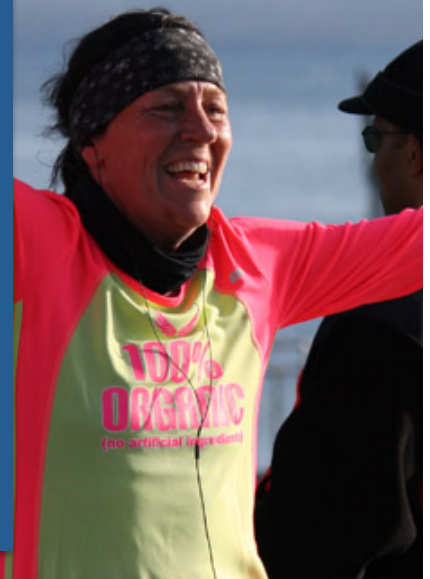


RECORDS:

CATEGORY	TEAM	YEAR	PACE	TIME
Female	Beastly Bearcats	2013	6:45/mile	8:46:10
Male	Cayuga 7	2013	5:52/mile	7:37:34
Mixed	Dunk and Bright	2013	6:29/mile	8:09:37
Bike	Dude, Where's 414??	2012	6:42/mile	8:41:38

OVERALL WINNERS BY YEAR

2011	Cayuga7	6:21/mile	8:13:42
2012	Cayuga 7	5:54/mile	7:39:38
2013	Cayuga 7	5:52/mile	7:37:34



TEAM SPOTLIGHT! 'RUNNING WITH SCALPELS'

Strong Hospital's First Class of All-Female Residents Makes the Cut
"All seven of us getting the same day off is a minor miracle."



Running With Scalpels, first formed for the 2012 Seneca7, originally consisted of the seven members of the first class of all-female surgical residents at Strong Memorial Hospital.

"I had heard about the Seneca7 from a patient of mine," remembers team captain Dr. Linda Ding, "and since there were exactly seven of us, I thought it would be a great idea to run the race as a group."

But how did Ding get all seven surgical residents to take on such a daunting challenge?

"I actually signed us up first, and *then* broke the news to the other six," she recalls. "Needless to say, there were some choice words on race day, and I heard phrases like 'I hate your guts' many times at the top of a tough hill."

Oregon East So Fast, So Fly RUN PHD Seneca Cyclpaths Cayuga 7 Stay
Calm and Wine On Bivesticott Brigade Jacks of All Trades, Masters of Run Too
Legit to Quit Wetsuit Legal Mendonites I Mendonites II Mendonites III Herding

Herding Cats Vineyard Vixens Worst Wine Tour Ever The Slacker 7 Sassy Seven Heart & Sole Semi-Dry Runners The Lost Flock Barn to Run Road Closed Redemption 7 Motley Misfits Pale Kenyons Girzelles 12 Hour Tour The

Still, Ding says, everyone had fun – as evidenced by the fact that the team ran the Seneca7 again in 2013, and will return this year, albeit with a few changes to the roster – but still staying true to a team of all female surgeons.

“Probably what's more incredible than just running this race is that all seven of us are able to somehow get the same day off,” says Ding. “Trust me, it's a minor miracle each year.”



The Fast and the Pretty The Gimps We Met In The Van The Replacements #EatSleepRunRepeat Running On Empty Cheers & Beers Are We There Yet? The Snot Rockettes Integrated Circuit Wine Us, Dine Us, Run

TEAM SPOTLIGHT! 'THE SEVEN SEVENTIES'

Seven Runners Compete in a Combined 30-40 Events Per Year
Entertaining and inspiring with an article series for Seneca7 website...



We would like to introduce our team to the running community," begins *Seven Seventies for the Seneca Seventy-Seven* team captain J. Peter Gregoire.

"At the risk of sounding boastful, we will describe our team by combining all the attributes into a single mythical individual. What is not a myth are the accomplishments of the group. One or more of the team members has successfully completed the events described. They have been at various stages of our combined running careers, some as many as 50 years ago, most within recent years."

Gregoire is writing the introduction for his web series for the Seneca7, one that fellow athletes have called both entertaining and inspiring.

Gregoire goes on to describe the collective accomplishments of the team, which also consists of Kirit Cadrette, 75; Elmer Canfield, 72; James Gray, 70; Richard Litzel, 73; Dick Morgan, 71; and Bill Chapin, 70. He details a team that "started running for a variety of reasons: We wanted to quit smoking. We needed an outlet for the stresses of the workplace. Our children were runners and got us involved. We love the competition and we love being active and 'in shape.' We run to win."

Gregoire describes a group that holds many records for the New York State Senior Games in a multitude of Track & Field events; a group whose accomplishments include a top-150 finish in the Boston Marathon of 1960, completion of the Hawaii Ironman triathlon seven times, 27 other full Ironman triathlons, and more than 350 sprint and half-iron triathlons.

"Awe-inspiring long runs and triathlons have been completed in such unique locations as Machu Picchu, Antarctica, crossing The Andes (a 7-day event at heights up to 17,000 feet!), London, Australia, New Zealand, Mexico, and the Grand Canyon," says Gregoire.

The Shizz Uncommon Core Mooving On Milk Better Late Than Never! Seneca
Long Haul Foxing Awesome Seneca Falls Speed Bumps Abominable
Slowmen Bad Ass Babes Scrambled Legs and Achin' Captain Floppy and His

Floppeteers In It To Win(e) It! Chase our Aces Heels of Fortune Lowville
Ladies Whine.Run.Wine The Sloppy Sevens Running With
Scalpels Embrace The Suck! Reluctant Relay Running Recruits Midlife



Gregoire et al are of the firm belief that older people will become more active as awareness that events like the Seneca7 include them is spread, which is partly why the spry seniors penned their scribe.

“Aging has certainly not affected my sense of humor, and I still feel as capable as I did at 30,” writes teammate and series contributor James Gray. “But now there is always an old guy in all my photographs - and that is hard to take.”

The group’s web series on a variety of topics appears on the official Seneca7 website, seneca7.com.

Introduction (J. Peter Gregoire)

Age Discrimination (J. Peter Gregoire)

On Fitness and the Physical (J. Peter Gregoire)

Hypothermia and the Cold (J. Peter Gregoire)

On Perspective (James Gray)

Never Too Old (Ryan Cobb)

Seventh heaven at Seneca7 (Scott Porter)

To be announced (Coming May 2014)

You can view the entire series here:

<http://www.seneca7.com/prerace/seventies.html>

“We feel enormously grateful and blessed that we are able to do this at our ages, when so many others have limitations of health, injury or both,” says Gregoire. “We can’t imagine what life would be like if we couldn’t be active!”



Midlife Addiction 7 Mile Itch Finger Lakin’ Good Seven Times the
Fun GVH FusterClucks Undecided Seven Women Running Wild Liar Liar
Feet on Fire More Misters Than Sisters Seven Crazy Dames Seven Deadly

EVEN MORE TEAM SPOTLIGHTS...

Warrior Runners

Romulus Central School District Teachers Run On Their Own Time, Too.

“Our team is new to the Seneca 7 this year,” says Amanda Pundt. “We all work at Romulus Central School as teachers and a secretary. As a result, we have named ourselves the **Warrior Runners** (for the Romulus Warriors).”

“We primarily work with elementary students and coordinate an Elementary Run Club in our school for students k-6 students. We typically run three races a year with our students. When the topic of the Seneca7 came up, we were all very excited! This is the first big race we have all done together as adults, although many of us run several other races throughout the year.”

Pundt and partners decided to enter with a charity slot, meaning that the proceeds of their \$777.77 entry go to a local charity. Fittingly, they chose one dedicated to children.

“Although we are excited, we are also very anxious,” Pundt admits. “Our goal is to finish, finish together, and hopefully finish before the course closes.”

Crunching The Numbers

Integrated Circuit Represents HWS Math & Computer Science Department



Integrated Circuit, according to Hobart & William Smith Colleges professor Jon Forde, is a bit of a play on words, with elements of math, computers, and the race itself.

“Our team this year is six professors from the Department of Mathematics and Computer Science - four math, two CS – and one student math major,” Forde says.

Integrated Circuit has run the Seneca7 every year it has existed, in various combinations of professors, students and former students from the department, said Forde.

“Four of us have been on every team,” Forde says. “This race is a nice way to build spirit in the department, and it gives everyone a reason to train over the long winter.”



CazChicks Sole Sisters Ruthless Runners Seven Effin' Runners Tough Mothers Fourteen Feet 7 Deadly Shins Four Dudes, Six Boobs Sole Survivors New York State Alligator Bait Insom-nom-nom-ia Fingerlakes

7 Sweaty Senioritas Off Like A Prom Dress 77 Bottles 4.0 Six Mikes with a Will Girls on Fire Running WTF Thunderin' Herd Them Kids & Friends 14 Tired Legs Team Running for Randy Magnificent 7 Salt City

The Last and the Furious Students Reactions A Mixture of Incredulous, Impressed...

Three of the members of **The Last and the Furious** competed in the Seneca7 in 2013 – albeit each on different teams.

“We talked about it last year,” says team captain Tim Seifert, “but we were too late getting our entry in. We just thought it would be a fun thing to do this year, and it would also be a bonding experience – although sitting in a car for almost twelve hours with stinky co-workers may not be the bonding experience we want...”

Seifert is referring to the fact that all seven are teachers at Horseheads Middle School – three social studies, two special education, one family, and one family/computer science.

“Most of the kids we teach are excited about our race, although we haven't told that many yet,” Seifert admits. “Nobody wants to tell the kids, and then possibly get hurt in the last two weeks.” Seifert says opinions among those students who do know are varied. “They do have a hard time understanding this whole thing on many levels. Some think we're crazy for doing it, others just think it is odd that we socialize outside of school, some are wondering why we are running and other teachers are not.” Still, all are impressed that their teachers are tackling the race, he says.

“None of us are very fast. But we will be supportive of each other, and we are definitely looking forward to this race.”



Four Dudes, Six Boobs Sole Survivors New York State Alligator Bait Insom-nom-nom-ia Fingerlakes Rollercoaster Why? Drink Like A Fish, Run For the Halibut Kicking Assphalt Scambled Legs & Achin' The

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