

17th Annual CIGNA/Elliot



▼ SEVENTEENTH ANNUAL ▼
CIGNA/ELLIOT

CORPORATE 5K ROAD RACE

THURSDAY, AUGUST 13, 2009 • 6:20 PM

VETERANS PARK, ELM STREET, MANCHESTER, NH

The 17th Annual CIGNA/Elliot Corporate Road Race is a 5K race that focuses on corporate Team participation. Companies with five or more employees are encouraged to field teams to represent their organizations. Proceeds from the race, as well as contributions from our corporate partners will benefit Elliot Health System. Elliot plays a crucial role in delivering the best possible and most appropriate health care to the communities of southern New Hampshire. Regardless of insurance or the ability to pay, Elliot's doors are always open to the community, 7 days a week, 24 hours a day. In the last year, Elliot provided over \$38 million in uncompensated care to the community. This year, financial support provided to Elliot Health System will target charity health care services.

The information you need to get your corporate team started is included in this packet. Please call 1.800.554.1664 with questions or if you are interested in participating in the race as an individual, not part of a corporate team.

The Elliot
Live Better!



NOTE – This year's race materials have been revised; please take time to read the information completely as we have many new updates to share with you.

CORPORATE TEAM PARTICIPATION COMPETITION

Teams must have at least five participants to qualify for Corporate Team competition. Each Team will compete for Corporate Cups based on the size of their company – Small Team (5-15 employees), Medium Team (16-99 employees) and Large Team (100+ employees). Corporate Cups will be awarded to the top Small, Medium and Large Teams in two categories: “Most Participants” and the “Highest Percentage of Participation.” NOTE: Please be sure to indicate the “Total Number of Employees at Your Facility” on the Company Team Roster in order to be considered for the “Highest Percentage of Participation” award.

2008 Most Participants Award

- | | |
|-------------------------------|--|
| Small Team (5-15 employees) | Melanson Health & Co. |
| Medium Team (16-99 employees) | Bedford Ambulatory Surgical Center LLC |
| Large Team (100+ employees) | BAE Systems |

2008 Highest Percentage of Participation

- | | |
|-------------------------------|---|
| Small Team (5-15 employees) | Auger Dental Lab
CMA Engineers, Inc.
Legacy Financial Solutions, Inc.
Puccini Roberge
TD Banknorth
Burke Advertising
Cadec Global, Inc.
Craig & Gatzoulis
Print New Hampshire
The Margate Resort |
| Medium Team (16-99 employees) | Belmont Hall & Restaurant |
| Large Team (100+ employees) | Triangle Credit Union |

RESULTS

Results will not be posted at the race. Comprehensive team and individual results will be posted on the Internet at www.coolrunning.com.

DIRECTIONS TO VETERANS PARK

From the South: Take the Everett Turnpike or Route 93N to Route 293N. Take Exit 5 (Granite Street). Turn right at bottom of the ramp, cross the bridge and proceed straight through two lights. Look for the Center of NH Parking Garage on your left. Veterans Park will be diagonally across to the left.

From the North: Take Route 93S to Route 293S. Take Exit 5. Bear left off of the exit, cross the bridge and proceed straight through two lights. Look for the Center of NH Parking Garage on your left. Veterans Park will be diagonally across to the left.

From the East: Take 101 West to 93S. At the split, follow signs for 293N. Follow 293N to Exit 5 (Granite Street). Turn right at the bottom of the ramp, cross the bridge and proceed straight through two lights. Look for the Center of NH Parking Garage on your left. Veterans Park will be diagonally across to the left.

PARKING

Park at one of the many city parking facilities which charge variable rates. See the enclosed Parking Facilities Map for locations.

NEW IN 2009

Share Your Inspirational Stories With Us.

We want to hear your inspirational fitness stories. As part of our race promotion efforts, our media partners are always looking for new ways to promote health and fitness in our community. Tell us why you and your teammates participate in the CIGNA/Elliot 5K – share information about a hurdle you or a team member has overcome in an effort to adopt a healthier lifestyle. We want to make your team part of our CIGNA/Elliot 5K success story! Contact Lindsay Shearer via email (lindsay.shearer@CIGNA.com) with your inspirational story.

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Elliot refers to Elliot Health System and all of its subsidiaries and affiliates.

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Here is what some of our participants have to say about the CIGNA/Elliot 5K:

"When will I be able to register for my favorite race? The race which, in fact, inspired me to take up running more seriously."

– John Schulman, North Andover, Massachusetts

"We really love participating in the CIGNA/Elliot 5K. It's a nice way to show our company spirit and it supports our wellness program. It fits right in with other Kollsman efforts to promote good health – offering CIGNA health insurance, renovating our company gym, adding a variety of fitness programs and putting a healthier spin on our cafeteria menu – all have been well-received by our employees."

– Randy Moore, General Manager, Kollsman, Merrimack, NH

"All companies in New Hampshire dream of opportunities to get their name out there. All want to have their employees show off the corporate logos and banners, develop employee fitness and wellness programs, and vastly improve employee morale. How much would they pay for a company team-building outing? Plenty. And they do, but I've got a cheaper and more effective solution. You can send me those consultants' fees folks – here it is, here's your answer. Have your employees participate as a team in the CIGNA/Elliot Corporate 5K Road Race, then watch the magic happen ..."

– Skip Cleaver, The Telegraph, Nashua, NH

"We've got guys who were Division 1 All-American runners, but we've also got people who have never been in a race before. I've run about 500 races, and I've never found a race like this where you can have very elite runners, but also a lot of walkers. It's just so well organized that it really works."

– Bill Baller, WPI, Worcester, Massachusetts

CONTRIBUTING SPONSORS



RACE-NIGHT FEATURES

- ▼ Veterans Park on Elm Street in Manchester is our pre- and post-race site.
- ▼ Show your company pride; bring corporate signage to display in the park. Note that park regulations prohibit any stakes or poles that penetrate the ground.
- ▼ WMUR-TV will feature the race start as part of the 6:00 PM sports segment.
- ▼ The Mayor of Manchester is invited to fire the starting gun.
- ▼ The Elliot Hospital First Aid Tent will be stationed in the park.
- ▼ Signature CIGNA/Elliot T-shirt. Corporate-branded T-shirt deadline is July 20th.
- ▼ A water station will be available on the course (Thayer Street) and at the Finish Line.
- ▼ Medical support will patrol the route and also be stationed at the Finish Line.
- ▼ Display clocks will mark each mile and the finish.
- ▼ ChronoTrack D-Tag Timing.
- ▼ Complimentary refreshments will be served in the park immediately following the race.
- ▼ Finisher's Award for all participants who complete the race.
- ▼ Jillian's (corner of Commercial and Granite streets) will host the after-party.

REGISTER ONLINE

Online registration is fast and easy. Online registration can be found at www.elliotohospital.org, click on the CIGNA/Elliot Corporate 5K icon, which will route you to Comfort Sign-Ups. Team Captains who enter their teams online are able to (1) view their Team's roster online and (2) will receive electronic confirmation of each transaction to ensure their team's data is correct.

ENTRY FEES & DEADLINES – CORPORATE TEAM MEMBERS – \$15.00

Corporate Teams interested in receiving corporate-branded T-shirts must submit their company's logo, Company Team Roster and payment by July 20th. Additions to the Team will NOT be accepted after July 20th. Any Team Member added after July 20th will be entered as an individual runner (not part of the team) and will not be eligible for a corporate-branded shirt.

NEW IN 2009

Corporate-branded T-shirts are one of our race's most popular features. This year, we are offering just one Corporate Entry Team Deadline – July 20th. Your Team must be finalized by July 20th in order for your company to receive branded shirts. However, to accommodate any last-minute entries, you will have the ability to order additional shirts at a reduced rate of \$7 each. These additional shirts

will be branded and available to you AFTER race day. Call 603.268.7854 if you would like more details about this option.

ELIGIBILITY REQUIREMENTS

- ▼ Information in this packet is for Team Registration only. Individuals interested in participating should call 1.800.554.1664 for an Individual Application.
- ▼ A Team must be at least five employees.
- ▼ Team competition is not open to athletic clubs, social or recreational organizations.
- ▼ Team Members must be at least 18 years old on race day.
- ▼ Team Members must be employed at the company since June 1st or before. Interns, consultants and temporary employees are eligible.
- ▼ Family and friends of employees may participate on the Team, but must be listed separately on the Company Team Roster under "NON-TEAM MEMBERS." Family and friends cannot score for the Team.

FOR YOUR FUN AND SAFETY

We anticipate more than 5,000 participants in this year's race. We are pleased that the race has become such a popular family **and corporate** event and want to keep it safe for all participants. Therefore, no bikes, roller blades, skateboards or pets will be allowed on the course. In addition, because the CIGNA/Elliot Corporate 5K Road Race is a USATF sanctioned event and therefore must abide by USATF sanction rules, strollers are not permitted on the course. USATF strictly prohibits the use of strollers as they present potentially dangerous situations not only for the child in the stroller, but for those participating in the event. Anyone lined up in the elite or recreation runner wave with a stroller will be asked to relinquish their bib at the Start Line. Anyone seen pushing a stroller over the Finish Line will be disqualified. If you have concerns about this rule, please ask a Race Volunteer to put you in contact with a Race Committee member.

TEAM CAPTAIN RESPONSIBILITIES

- ▼ Read all of the information contained in this packet. Make duplicates of the enclosed forms as necessary.
- ▼ Be sure that all members of your Team have accepted the online waiver. Participants who do not sign the waiver will not be permitted to participate in the race.
- ▼ Collect the entry fee from each participant and submit ONE check, the original Application & Release Forms and the Company Team Roster to: CIGNA/Elliot Corporate 5K Road Race, PO Box 2041, Concord, NH 03302-2041 before the team entry deadline of July 20th.
- ▼ Pickup your team's T-shirts, pins and bib numbers at Logo Loc, 540 Commercial Street, Manchester, NH between Noon and 6:00 PM the day before the race. You may also pickup your team's T-shirts, pins and bib numbers at Veterans Park between Noon and 6:00 PM on race day.

NEW IN 2009

CHRONOTRACK D-TAG

The CIGNA/Elliot 5K will be using the latest technology in race timing, called ChronoTrack. The ChronoTrack D-Tag must be worn throughout the race – whether you are walking or running – to ensure your safety on the course and the accuracy of the overall results. Once the D-Tag is attached to your shoe, you will quickly forget that it is even there!

The D-Tag comes assembled as part of your bib number. Simply tear the D-Tag off of the bib number and attach it to your shoe (see instructions below). In addition, the D-Tag is disposable, so once you cross the Finish Line, no stopping to remove your time device and no worries about returning it after the race or paying a replacement fee. Simply discard it.

The results will include both your *Net Time* and *Official Time*. The *Official Time* will be used to determine the overall order of finish and the winners of the top five male and female cash prizes. It is also used for national, state and course records. All other awards will be based on *Net Time*.

Net Time – Your *Net Time* begins when you cross the Start Line and ends when you cross the Finish Line.

Official Time – Your *Official Time* begins when the starting gun is fired and ends when you cross the Finish Line.



The “D” Race Timing Tag comes assembled as part of your bib number. Simply tear the D-Tag off of the bib number and attach it to your shoe (instructions listed below). In addition, the D-Tag is disposable, so once you cross the Finish Line, no stopping to remove your timing device and no worries about returning your timing device after the race or paying its replacement cost, simply discard it.

“D” Race Timing Tag Instructions:

1. Remove shoe tag and directions from bib.
2. Separate shoe tag from directions by folding at perforation and tearing apart.
3. Crease tag on fold lines.
4. Insert the tag under the shoelaces, face down.
5. Remove adhesive tab (located on backside of the marked black area).
6. Attach adhesive tab to non-adhesive tab.
7. Press together firmly forming a “D” shape.
8. Position tag number up.

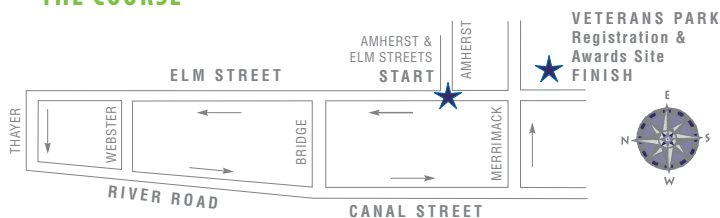
WAVE START

A wave start ensures that each participant is grouped among those individuals at the same fitness level and that the competitive runners have a clear field ahead of them.

Each participant must select a wave as indicated below on the Team Runner’s Application & Release Form. Any participant who does not select a wave will be assigned to the walking wave.

1. Competitive Runner (generally 23:00 minutes or faster)
2. Recreational Runner (generally 23:00 to 28:00 minutes)
3. Walker

THE COURSE



A fast USA Track & Field Certified (NH98030WN) 5K (3.1 mile) loop starting at Amherst and Elm Streets, heading north on Elm, west on Thayer, south on River Road and Canal Street and finishing on Merrimack Street, next to Veterans Park.

SANCTION

USA Track & Field



TIMING & SCORING



IMPORTANT INFORMATION

**Team Designations
Male and Female Open Teams**

Any team with at least five male Team Members will automatically be entered into the Male Open Team category – there is no sign-up or special designation required. Likewise, any team with at least five female Team Members will automatically be entered into the Female Open Team category. Open Team Members must be employees. Family and friends are not eligible for Open Team competition and cannot score for the team. The best five age-adjusted times will determine the overall Team score (low score wins). The top 10 teams win awards.

2008 Male Open Team Winners

1. Raytheon
2. BAE Systems
3. Sonus Networks
4. McLane Law Firm
5. Oracle
6. WPI Faculty
7. Southern NH University
8. DEKA
9. Nashua Corporation
10. Liberty Mutual

2008 Female Open Team Winners

1. Elliot Health System
2. Fair Point Communications
3. Southern NH University
4. Wentworth Douglass Hospital
5. BAE Systems
6. Bedford Ambulatory Surgical Center LLC
7. NH Attorney General
8. VA Medical
9. Homestead Restaurant
10. Rockywold Deephaven Camps

CO-ED TEAMS

Co-Ed Team designation is OPTIONAL – your team is not required to participate as a Co-Ed Team. Any team that wishes to compete as a Co-Ed Team must make that designation on the Co-Ed Company Team Roster included in this race packet. Those Team Members designated as Co-Ed will not score for your team in the Male and Female Open categories. There is a limit of one Co-Ed Team per company. Co-Ed Teams must have at least five members (more is fine), a minimum of two men and two women. All individuals must be at least 18 years or older on race day. The best five members of your Co-Ed Team will score for the Team (two best men, two best women and the next fastest runner). Co-Ed Team Members must be employees. Family and friends are not eligible for Co-Ed Team competition. The top five Co-Ed Teams win awards.

2008 Co-Ed Team Winners

1. BAE Systems
2. Northeast Delta Dental
3. Devine Millimet
4. Dartmouth Hitchcock Clinic
5. Wiggin & Nourie, PA

TEAM AWARDS – SCORING

Male and Female Open Teams, as well as Co-Ed Teams, will be scored on an age-adjusted basis, which means that each runner's net time will be adjusted according to established performance tables. Each company may score once in each of the three Team categories.

HOT WEATHER RUNNING

Hyperthermia (heat stroke, heat exhaustion, muscle cramps) can be deadly. A runner can collapse in less than 5 minutes after the onset of symptoms.

The symptoms are:

- ▼ dizziness
- ▼ dry skin – no sweating
- ▼ redness
- ▼ nausea or cramps
- ▼ goose bumps on chest and arms
- ▼ incoherent speech and thoughts

Hyperthermia can affect **any** runner, at any fitness level, during a race or hard workout. It's not only the unconditioned, unacclimated runner who may be affected. Hyperthermia can occur on days when you might not expect it. The rapid rise in body temperature occurs when the body's natural cooling mechanism, evaporation, stops because the body has lost too much of its fluids through sweating. Research has shown that the rate of body fluid loss is not substantially changed from temperatures above 70°. A temperature of 60° and high relative humidity can be just as dangerous as 90° and low humidity.

MINIMIZING HEAT EFFECTS

- ▼ During the hot weather season, keep high contents of magnesium and potassium in your body. These minerals exist naturally in foods such as fresh green vegetables; raw, unmilled, wheat germ; figs; apples; bananas; dried fruits; oranges; and oil-rich seeds and nuts, especially almonds.
- ▼ Wear cool clothes. Loose-fitting cotton, singlets, and T-shirts are best. Light colors, especially white, are cooler than dark colors.
- ▼ Remain cool before the race. It is probably preferable to start with a slightly depressed temperature.
- ▼ **Before** the race, drink plenty of fluids. The American College of Sports Medicine suggests 13–17 fluid ounces 10 to 15 minutes before competition.
- ▼ Drink plenty of fluids during the race and afterwards. Drink frequently during the race. Don't hesitate to splash water on your body. This aids evaporation and cooling of the body. Try to keep your shoes dry; soggy shoes can lead to blisters.
- ▼ **Pay attention to what your body is telling you. Do not overexert yourself.**

* This information is adapted from guidelines provided as a public service by the Road Runners Club of America.