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AGENDA

- Introductions
- St Pete Run Fest
- **be**responsible™
- Recovery Zone Services
- Cool down Massage/Hypervolt
- Post Run Stretching
- Post Run Foam Rolling
- Essential Oils

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ST PETE RUN FEST 2019

- 6,500 registrants (forecasted)
- Awarded 2 year extension as City of St Pete's Race
- Nationally Recognized as Top 10 Half marathons

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ECONOMIC IMPACT

- 1,200+ out of market registrants (100 miles or greater)
- 43 states represented
- 12 countries represented
- 1,400 Bed Nights

4



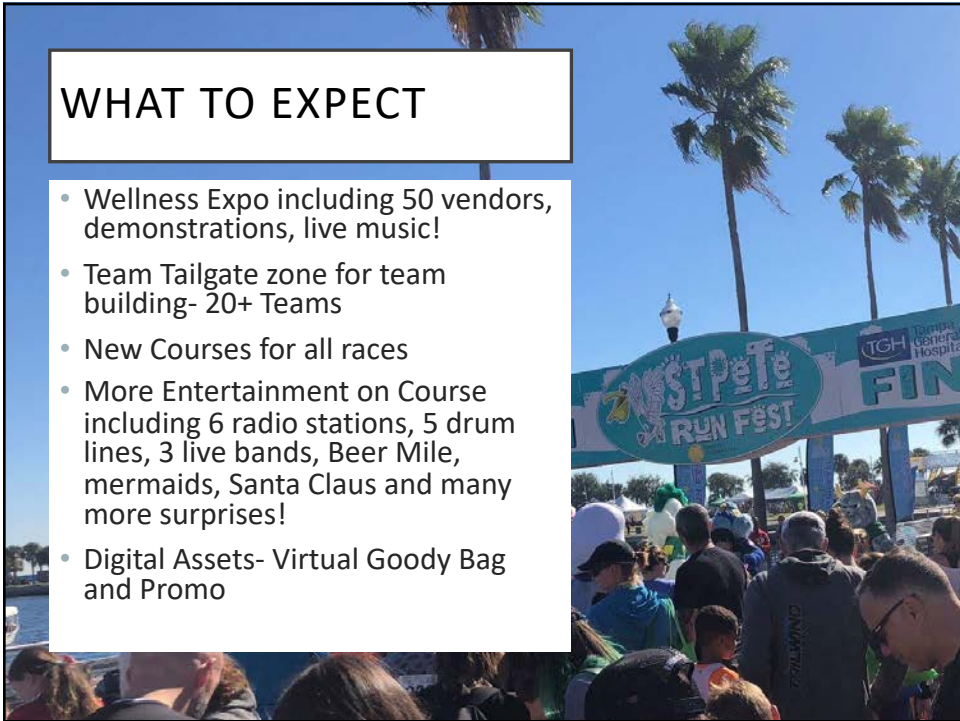
4,000 Meals- St Pete Free Clinic
\$2K gold Together
13 Miles 13 Charities

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Ocean Friendly Event
Compostable Cups on Course
No Single Use Plastics

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WHAT TO EXPECT

- Wellness Expo including 50 vendors, demonstrations, live music!
- Team Tailgate zone for team building- 20+ Teams
- New Courses for all races
- More Entertainment on Course including 6 radio stations, 5 drum lines, 3 live bands, Beer Mile, mermaids, Santa Claus and many more surprises!
- Digital Assets- Virtual Goody Bag and Promo

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BERESPONSIBLE™

Back 2 Normal's **beresponsible™** campaign is about making choices, being intentional, proactive and creating the life you want by taking responsibility for it!

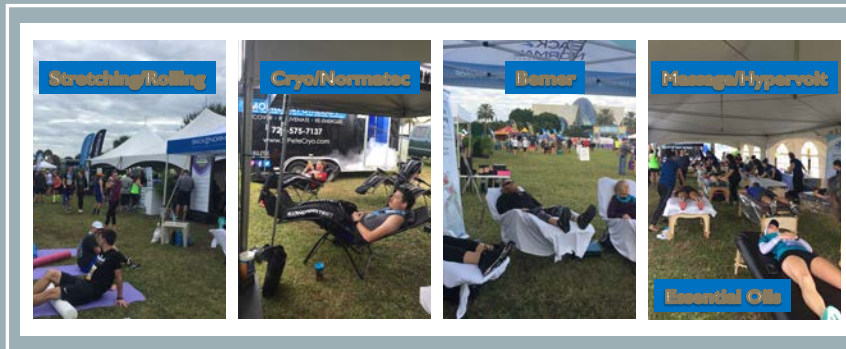
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**BERESPONSIBLE™
RECOVERY ZONE**

Offers athletes the opportunity to experience cutting edge therapy & technology to help speed healing

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**BERESPONSIBLE™
RECOVERY ZONE SERVICES**

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COOL DOWN MASSAGE



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HYPERVOLT



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POST RUN STRETCHING

- Supine
 - Hamstring/nerve tension
 - Adductors
 - Piriformis/hip Rotators
- Sidelying
 - Quad
 - TFL/ITB
 - Hip Flexor
- Quadruped
 - Low back

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POST RUN FOAM ROLLER/MASSAGE STICK

- Hamstring/calves
- Gluts/Posterior hip
- ITB
- Adductor
- Quad/Hip flexor
- Hip Flexor
- Low back/T spine



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Lavender
Lavandula angustifolia 15 mL

*Calming
Soothing
Anxious
Sleep
Stress
Skin
Relaxing*



Wild Orange
Citrus sinensis 15 mL

Cold-pressed from the orange peel, wild orange is excellent for energizing and revitalizing. It is also commonly used as an effective tool for uplifting mood, as well as for its wonderful citrus aroma.

Energizing & Uplifting	Cold & Flu
Antidepressant	Inflammation
Anticancer	Complexion
Antiseptic	Anti-fungal
De-Stresses	Heartburn
Insomnia	Obesity
Heart Palpitations	Wrinkles
Tissue Repair	Appetite
	Detoxes

www.mydoterra.com/jeanettecombs

Primary Benefits:
Powerful cleanser and purifying agent
Protects against seasonal and environmental stressors
High in antioxidants, which are essential to overall health
Uplifting to the mind and body



PEPPERMINT

benefits and uses

- headache
- fever
- stomach ache and nausea
- mental alertness
- stress and tension
- sore and tired muscles
- opening sinuses and airways
- add to tea or coffee

primary benefits

- Apply to the back of neck to relieve stress & tension
- Apply to temples to relieve headache
- Use with lavender & lemon for allergy symptoms

mydoterra.com/melanieaross

ESSENTIAL OILS



Deep Blue® Rub

- **Sore Muscles, Joints, Aches and Pains**
Massage a pea-size amount to affected area, repeat if necessary
- **Exercising, Running and Workouts**
Use as a warming rub for muscles and joints before and after workout
- **Inflammation and Bruising**
Apply to affected area, repeat as needed

Contains: Wintergreen, Camphor, Peppermint, Blue Tansy, Blue Chamomile, Helichrysum and Oenanthus