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For Immediate Release

## **RUNNING LEGEND DICK BEARDSLEY SHARES HIS STORY OF SURVIVAL AND ADDICTION AT FREE EVENT IN ARLINGTON**

### **The Runner and New Balance Sponsors Dick Beardsley for an Evening Community Forum and Morning Training Run**

Arlington, Texas (August 24, 2009) – Coaches, athletes, and the community at large are invited to hear running legend Dick Beardsley tell the remarkable story of his life at a free event on **Tuesday, September 1 at 7 p.m. at Martin High School in Arlington.**

After losing the Boston Marathon in the early 80s by the narrowest race in the event's history to date, Beardsley suffered five near-death accidents that included falling off a cliff and almost being ripped apart at the limbs from farm machinery. These series of events also led to a severe addiction to pain medication that could have crippled Beardsley's athletic ability and life forever.

At the event, Beardsley will share how he defied medical predictions to never live or walk again. He also tells of his journey to conquer the dark hole of addiction over his life and how he has helped other athletes get through similar ordeals. Organizers have reached out to coaches and athletes at all the area schools and universities in anticipation of the event.

“All of us can relate to having some sort of challenge in our life that subtly overtakes us. But how we deal with that challenge is what can impact our lives forever,” said Phil Zetnick, president of the longtime family-owned retail outlet The Runner. “We are very excited to collaborate with New Balance to bring Dick to Arlington and hope that all the youth, leaders, and athletes who hear his story will be inspired and will learn from his example of faith and determination.”

According to the Department of Health and Human Services, in 2005, an estimated 5.2 million people used prescription painkillers for non-medical reasons, more than double the estimated number of people who used cocaine. The National Institute on Drug Abuse says that up to 7% of patients who are prescribed narcotics or pain killers will become addicted. The American Medical Association also estimates that 10% of Americans are dealing with chronic pain.

(more)

## DICK BEARDSLEY TALKS TO COACHES AND THE COMMUNITY – ADD ONE

Some experts also say that addiction from pain medication is 10 times more common in sports than steroid abuse. Some sports organizations routinely screen for use of pain medication in athletes.

The Runner in collaboration with New Balance and Arlington ISD is sponsoring Dick Beardsley for the free community forum at Martin High School and is also holding a **free training seminar and run on September 2. The run will start at 6 a.m. at The Runner (3535 W. Pioneer Pkwy.) and end at the same location. For those interested in signing up for the run, call (817) 461-2281.**

To download a brochure about the Dick Beardsley event or for more information, visit [www.TheRunnerShop.com](http://www.TheRunnerShop.com). To read more about Dick Beardsley, visit [www.DickBeardsley.com](http://www.DickBeardsley.com). Seating is first-come, first-serve at the school event.

### **ABOUT THE RUNNER**

Founded in 1978 by Don and Sally Zetnick, The Runner is one of the Dallas/Fort Worth's oldest running specialty stores based in Arlington. Today The Runner is operated by son Phil Zetnick and his wife Jessica who have grown the store into a go-to resource of running goods and fitness support services for both new runners and professional athletes. The Runner is extremely active in the community as a frequent organizer and sponsor of numerous charity runs, health clinics, and seminars for children and adults. The Runner continues to expand its family tradition started by Don Zetnick, who ran (and won) nearly 1,400 races. Under son Phil's guidance, the store has achieved record growth and a recent expansion.

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