



**REDDING ROAD RACE NEWSLETTER**  
**13 Volume 7**  
**4/14/13**



Picture above: your gateway to the finish – ignore the snow



Race stuff is starting to trickle in. If anybody can guess what the big roll in the upper right is, you'll get entry into the 2013 Redding Road Race (please note: before I get 1,000 emails, if you're getting this newsletter, you are already registered in the 2013 race).

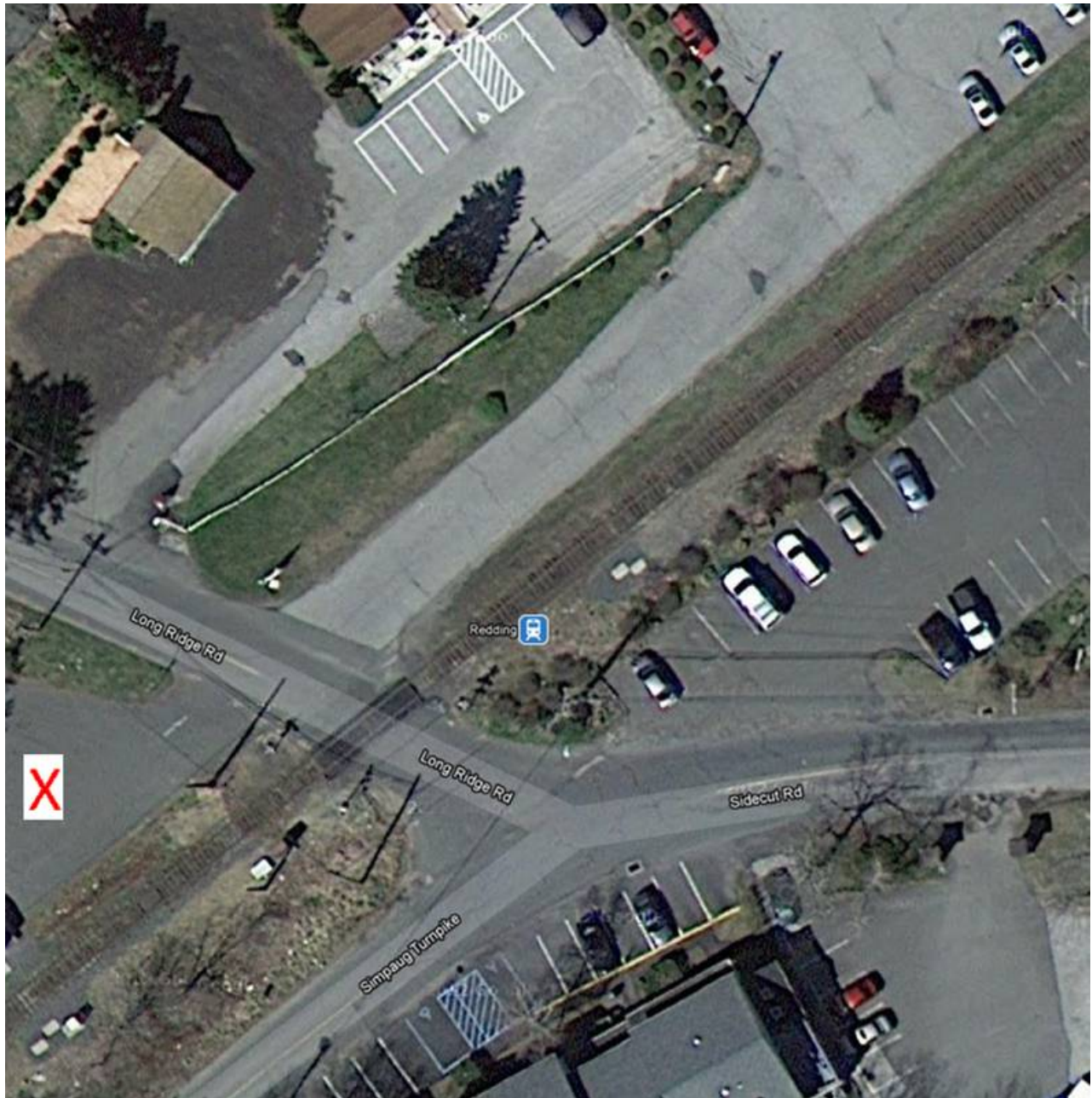
### 1. [Channel 12 News](#)

Frank Recchia of Connecticut Channel 12 news will be on site race day to interview runners as they come across the finish line for the local television news – pretty cool!!

### 2. [7 Mile Preview Run](#)

The Redding Running Club runs parts of the Redding course every weekend, but mark Saturday, April 27<sup>th</sup>, 9am, on your calendars as an official preview run of the 7 mile course. If you'd like to join the Redding Running Club for the preview, show up in our meeting spot – near the West Redding Post Office and the train station on the corners of Simpaug, Long Ridge and Side Cut Rd. Map is below.





### 3. [Bring folding chairs on race day](#)

If you plan on staying after the race and enjoying the party (and who wouldn't) you may want to bring folding chairs to sit in. Alternatively, you can just sit on the grass.

#### 4. Hotel users

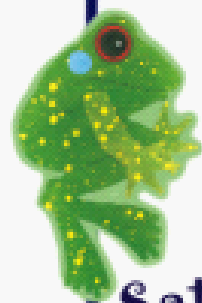
If out of towners with hotel reservations would be so kind, please email meme where you are staying. The hotels are providing any sponsorships to the race, but, this will allow me to call up the hotels you're staying with requesting late checkouts for all of you.

#### 5. Saturday, May 4<sup>th</sup> Expo (bag pickup)

Not a lot happens in Redding usually, but, most of which does fortunately is happening on race weekend. If you can make it into town on Saturday, May 4<sup>th</sup>, we have a nice series of events to give you a taste of Redding:

1. The race expo is from noon-5pm: get your bag and all the runners' schwag before the craziness of race day. It's a good chance to meet us too, when we're still relatively calm and visit the farm and farm animals (who are always calm).
2. Before (or after) you come to the expo, you can go the annual Frog Frolic carnival, about 10 minutes away from the farm. We'll give you directions and their flyer is below.
3. Join us at the Pasta Dinner at the Redding Roadhouse from 5:00 to 6:30 or 7:00 to 8:30. Reservation info is later in the newsletter

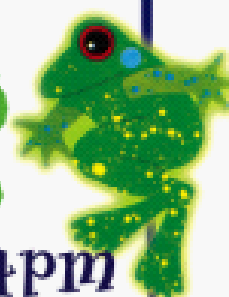




# 18th ANNUAL FROG FROLIC



**FREE  
PARKING &  
ADMISSION**



**Saturday, May 4th, 10am-4pm**

**A Children's Country Fair**

**Redding Community Center**

**37 Lonetown Road, Redding, CT**

**5th Annual  
Cake Walk**

**Ribbon ceremony  
at 11:00**

**Cake Walks all  
day long!**

**Center  
Stage**

- 10:30 Aspetack Cheerleaders
- 12:30 RES 3rd & 4th Grade Chorus
- 1:15 Senzel Jane / the Kids from Park & Rec
- 2:45 Ray & Jay

**In the event  
of rain, the  
Frolic will be  
held indoors**

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## 6. [Band added to the race experience](#)

During and after the race, for your entertainment, we are pleased to announce that we will be having a great band playing. The five piece rock-n-roll band, Pampalibros, are high school students from Redding and Westport and are quite good. Check out their website at [www.pampalibros.com](http://www.pampalibros.com).



## 7. [Pasta Dinner Reminder – Redding Road House](#)

Seatings are still available, \$25 per adult; \$15 for children, <5 is free. Redding runner Barry and another band mate from Bone Dry, <http://www.bmiserv.com/>, will be providing musical entertainment. Seatings are 5:00-6:30 and 7:00-8:30 are limited to 100 people per session. Email me your reservations and if you can't make it to the expo but can make it to the dinner, make sure to email me and we'll bring your race bag to the dinner. If you think you are going, but not sure, please email me anyway as we're trying to get a head count.

NAME \_\_\_\_\_

SEATING \_\_\_\_\_ 5:00-6:30 \_\_\_\_\_ 7:00-8:30

ADULTS \_\_\_\_\_ (\$25)

KIDS (5-12) \_\_\_\_\_ (\$15)

YOUNG KIDS \_\_\_\_\_ (FREE)

TOTAL \_\_\_\_\_

Check made out to REDDING ROADHOUSE (not Redding Road Race) and mail to:

John McCleary  
Redding Road Race  
67 Picketts Rd  
Redding, CT 06896

## 8. Carpooling

This is my favorite word leading up to race day and I'll continue to mention it. Please do your best to carpool on race day. Last year the parking area at the farm seemed to be about 2/3rds full and we've increased runner count by about 33%, so it may be tight. We also have parking available at the Fire Station on Umpawaug (.19 miles from the farm) and will utilize it if the farm fills up. Hint: you may want to arrive early so you're not parking at the fire station and rushing to the farm. It'll also give you time to eat/drink something before the race.

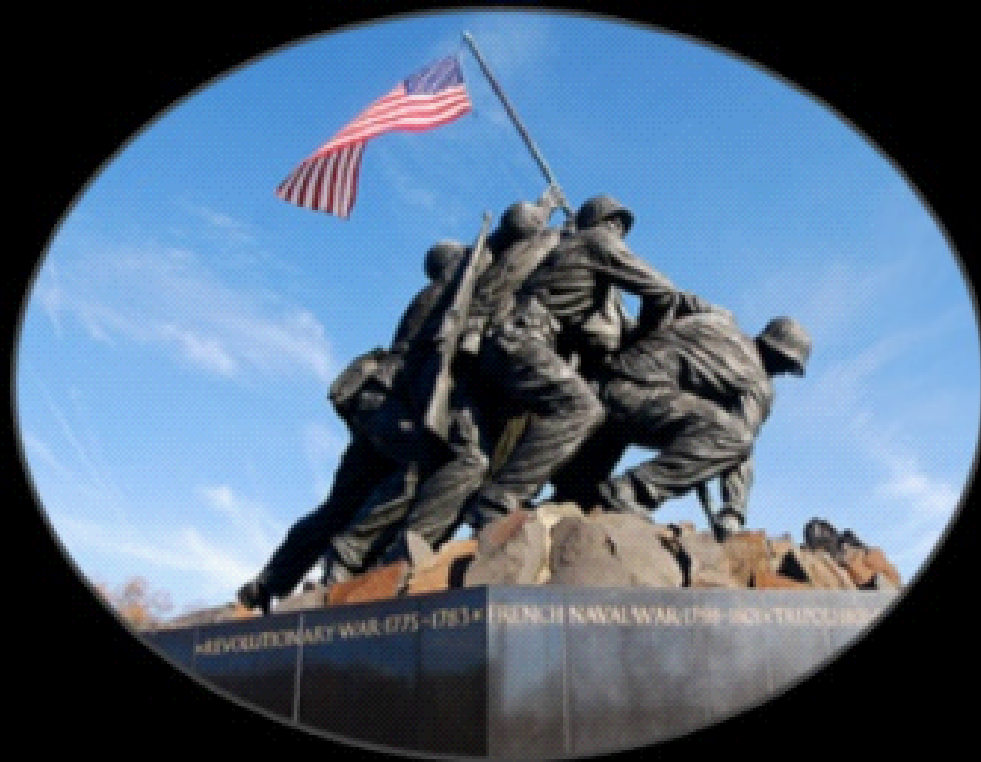
## 9. Tribute run in Bethel – May 18th

For area runners, Joyce Allen, a local runner has organized a 5k Veteran tribute run In Bethel on Saturday, May 18<sup>th</sup>. It's a great cause that provides free gym memberships, personal training, mentoring, and a place to gather for combat veterans returning to our area. The organization was founded on the belief that exercise is key to mental and physical well being, and is currently helping about 38 veterans with PTSD and other medical conditions. Come out and run with us, if you can, and Joyce is also looking for sponsors. The flyer is below.

A Tribute To All Who Died In Defense Of Our Nation

# 5K TRIBUTE RUN

[www.bethelfitness.com/5k.htm](http://www.bethelfitness.com/5k.htm)

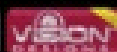
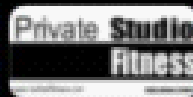


*To Benefit Operation Vet-Fit – serving our combat veterans*

**Saturday May 18<sup>th</sup> 2013**

Events Begin at 7:49am – Race Starts at 8:00am

5 Depot Place, Bethel CT – At Bethel Cycle on Front Street



*Special thanks to our additional individual sponsors and supporters: Mr. and Mrs. Daniel and Erin Galta*



## 10. Lightfoot Races/Norwalk Summer Series

Also for local runners, Don Capone puts on a wonderful summer series. The combined cost of all 7 of his races (Mother's day 10k, the progressive 5 race series and the Sam Elpern Memorial Half) is about what you pay for an average half marathon in this area – the best value in running; I LOVE this race series. Hope to see you out there this summer!!



### **Our 2013 Races**

Mother's Day 10K Race and 5K Health Walk  
May 12 [Course Map](#)  
Calf Pasture Beach  
[On-line registration for Mothers Day](#)  
[Printable mail-in registration form](#)  
[Printable driving directions](#)

### ***The 2013 Norwalk Summer Series***

[On-line registration for the 5 race Summer Series](#)  
[Printable mail-in registration form](#)  
[Driving directions](#)

3-Miler [Course Map](#)  
June 15  
Norwalk High School  
[On-line registration for the 3-Miler only](#)

5-Miler [Course Map](#)  
June 29  
Cranbury Elementary School  
[On-line registration for the 5-Miler only](#)

7-Miler [Course Map](#)  
July 13  
Brien McMahon High School  
[On-line registration for the 7-Miler only](#)

9-Miler [Course Map](#)  
(Ian Eaccarino Memorial Race)  
July 27  
Calf Pasture Beach  
[On-line registration for the 9-Miler only](#)

11-Miler [Course Map](#)  
August 17  
Silvermine Elementary School  
[On-line registration for the 11-Miler only](#)

### ***The Norwalk Half***

The Sam Elpern Memorial Half Marathon  
September 14 [Course Map](#)  
Fox Run Elementary School

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## 11. The Great Turkey Escape, Thursday November 28, 2013 – Redding CT

Okay, I know Thanksgiving is a LONG way away, but..... this will not be your every day Thanksgiving Day Race!! More to come, but keep these things in mind: (1) Beautiful Redding, Ct; (2) a 5k AND a 10K race; (3) substitute your normal basic cotton t-shirt giveaway with a long sleeve tech shirt, logo'd gloves and a logo'd beanie – all to get you ready for the upcoming Winter. I have so much fun with the RRR that I think I can handle one more race, and it will be the best thanksgiving race in the area. It will benefitting all of the scout groups in Redding.



## 12. Register your piglets

The Piglet Prance is up to 70 participants but it's not too late to register your kids. Please do so if you haven't already so we can make sure all piglets get prizes

## 13. Sponsors

Thanks to all of our new and returning sponsors. I can't imagine any race has as much community support as we have with over 70 sponsors!! We still are accepting more if you are interested.

## 14. Runner Story

### **Ednaldo Oliveria knows how to go the distance**

News-Times, The (Danbury, CT), Elizabeth Bacelar NEWS-TIMES CORRESPONDENT

Ednaldo finished in 2<sup>nd</sup> place in the inaugural half marathon race last year and is back for another shot at it this year.

**DANBURY -** The simple desire to lose a few pounds ignited in Ednaldo Oliveira a commitment to running and the courage to face his first marathon, transforming him into one of Connecticut's top runners.

From the starting line at Greater Hartford's Bushnell Park, to Boston's historic course, to the strenuous New York City Marathon that attracts the world's best every November - Oliveira has finished them all.

"Running for me became a hobby and a therapy that makes me leave all my worries aside to focus on achieving my goal," said the 34 year-old.

All year long, Oliveira wakes up religiously at 5 a.m. Monday through Saturday to run an average of 10 miles. Many have noticed him quickly passing flowery gardens along Danbury's back roads, running around the soccer fields of Rogers Park on drizzling summer mornings, and following the red and orange hues of

Route 53 every fall. Others have been startled to see him in earmuffs, black gloves and blue windbreaker in the freezing cold, running under light snow crossing unplowed streets.

"I don't stop during the winter. If you want to improve your performance, you must run every day. There is a victory each day when I run my 8 to 10 miles before going to work," he said.

Oliveira never carries a Walkman. He prefers to keep his long morning exercise in quiet solitude.

"Music is distracting. Thinking of the road I am running and how it will help me in a marathon is all I need to keep me going."

Oliveira left Brazil for the United States 12 years ago. He lives in Danbury with his wife, Maria Assis, and two children - Louisa, 8, and Victor, 2. He works in home improvement, painting and finishing walls in homes throughout Fairfield County.

"He seems to always carve out time for running," said his employer, David Demment. "Ed possesses a great deal of integrity, a strong work ethic and desire to succeed."

Oliveira remembers well his sedentary routine of six years ago, and how pursuit of a healthier life reawakened an old passion.

"I was 29 and only thought about working hard to support my family, and play some soccer with friends on the weekends. One day I saw the taping of one of our games, and I was completely shocked by my overweight image on the TV. A guy has to see himself in video to wake up and do something about it," he said.

With the help of friends who were experienced runners, Oliveira decided to end a 10-year hiatus and become an athlete again.

As a youngster in Brazil, he had achieved many victories on the track, including three consecutive championship titles in Minas Gerais state.



"I had given up because I thought I was too old for running. But my friends showed me that quitting the sport was a big mistake, and I gave it another try," Oliveira said.

Waking up early was a challenge at first. But he learned to get up without the alarm clock's rhythmic buzz.

After training for a year, he felt ready for the first marathon of his life - the mighty New York City Marathon with its five bridges, five boroughs, and more than 2 million spectators.

There were many challenges. There was the massive start out of Staten Island's Narrows Bridge, uphill climbs ranging from a quarter mile to a mile, and the last three miles in hilly Central Park leading to the finish line at Tavern on the Green.

For this first experience, the goal was simple: conquering the marathon regardless of finishing time.

Thirteen marathons later, he can afford dreaming of being number one.

At the Greater Hartford Marathon last month, he finished ninth and achieved the title of Connecticut's second fastest. In 2000 Oliveira finished 14th, and was awarded \$2,000 for being the first from Connecticut.

According to Oliveira, there are three phases in any marathon run - "anxiety, fear and frustration, and glory."

The first phase takes place on the last days before the race. A lot of attention must be paid on the runner's diet, and it's crucial to eat lots of carbohydrates and drink plenty of water.

Oliveira's diet a week prior to a race is mostly white meat, bread, potatoes, and pasta. On the night before the race he stops by at Nico's on Main Street to get a medium size cheese pizza to eat at home.

"It's important to eat a lot because one usually loses 4 to 8 pounds by the end of a

marathon. In my case, I bring my weight up to 168 pounds to be back on my usual 160 pounds by the end of the race," he said.

The anxiety kicks at 10 p.m. when Oliveira goes to bed. Thinking about the next day's challenges, he stares at his white bedroom ceiling, unable to sleep.

"This level of anxiety is normal. Even expert marathoners can't sleep well on the night before," he said.

The fear and frustration come when a runner hits the so-called "wall", and succumbs to exhaustion.

"Many people say it comes on the 20th mile, which means the last two or three miles in the race. Everyone gets to their wall - some hit it and give up, others break it and finish. And it's really frustrating to fall short from a desired time because you could not get over the pain," he said.

Oliveira learned a lot about pain when he hit the "wall" at Greater Boston's Marathon in 1999. After the "Heartbreak Hill" at the 21st mile, knives of pain stabbed through his arms to the point when the temptation to quit was overwhelming. But he didn't quit. He finished the race.

He started more rigorous training, determined to conquer that wall. In 2000, he returned to the world's oldest marathon, running in 15 to 20 mile per hour winds. He was confident his performance would be much better.

Three miles from the finish line, he realized the wall from the previous year had vanished and he started to cry.

"It was an enormous joy to be running pain free," he said.

The glory of the third and last phase, Oliveira said, it is more a matter of going through the experience than winning a prize.

"There was a poster at Boston's Marathon that read 'All you need to know about

yourself you learn in 26 miles.' Running a marathon is a big deal, and finishing it is a great victory."

Oliveira's next challenge is New York City Marathon on Sunday November 7. It will be his third time joining the 36,000 participants crossing the city's five boroughs. He ran it four times between 1999 and 2003, and his best finish was 269.

"My only goal is to better my time and rank without any specific number in mind," he said.

As in other marathons, he will write his first name on his arms and legs with a black dry marker.

"There will be 2 million people on the streets, and many shout your name or number to cheer you up," he said. "I can't explain how great it is, the great jolt of joy I feel when people shout 'Go Ednaldo!' And I don't even know who they are..."

The only familiar face in the crowd will be of Edonidio Zeferino, 35, a friend who raced alongside Oliveira in the same team in Brazil, but quit the sport after moving to New Milford 14 years ago.

"I miss running and I give him a lot of credit for his dedication," Zeferino said. "He is a victor, and I'll be cheering for him!"

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Redding Nursery was established by James and Sheila McNamara in 1968. In recent years they have been joined by eldest son Sean, his wife Krista and their sons...and so the family tradition continues.

Redding Nursery's business has expanded for more than 40 years to include all of Fairfield County, and many popular services have been added. Yet, the family and small town values so important to the McNamara's have ensured that the business retains its neighborly, friendly feel and concern for customer needs. In 2002, Redding Nursery was named one of the Best Small Family Businesses by the University of Connecticut.

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**Cheers,**

**John**