



**Crim Fitness Foundation and Oakland County
Announce Plans for New Race**

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Less than a month after unveiling new Saginaw Street offices and an ambitious health and fitness initiative, officials of the Crim Fitness Foundation announces plans to partner with Oakland County to produce a half marathon road race in the fall of 2008. The race is named *The Brooksie Way Half Marathon, Presented by Oakland County and The Crim Fitness Foundation* to honor the memory of the son of Oakland County Executive L. Brooks Patterson, who passed away earlier this year.

Discussions between the Crim and Oakland County officials began after Patterson announced in his State of the County address his desire to bring a world class running event into Oakland County, modeled after Flint's Crim Festival of Races.

"We look forward to building 'The Brooksie Way' into an annual event that runners will highlight on their calendars," Patterson said. "We consider ourselves fortunate that the Crim Fitness Foundation and its long history of programming and fitness excellence is sharing its considerable expertise to put Oakland County on the racing map. They've allowed us to make enormous strides in a very short time and I'm excited about the prospect."

According to Crim Race Director, Deb Kiertzner, this joint venture represents a true compliment to the Crim and will be a win-win situation for everyone.

"Here in the Flint area we understand and appreciate what the Crim has meant to this community for 31 years. It is reaffirming to know the reputation and stature the race holds beyond Genesee County and throughout the state of Michigan."

Bobby Crim, former Michigan Speaker of the House and Crim founder, made the following comments concerning the new partnership: "It is a pleasure to be partnering with L. Brooks Patterson and the many resources of Oakland County for launching what is destined to be another world class running event. Our long term partnership is sure to bring many benefits for fighting the obesity epidemic that exists in our communities."

While the Crim will administer operations of the half marathon, Kiertzner stressed the importance of grass roots participation by Oakland County residents. She will work with a race committee comprised of representatives from both the public and private sector and all aspects of road race management.

One of the first items to be determined with the committee and United States Track and Field officials is the half marathon course. Several options are being considered for the race, scheduled to take place on Sunday, October 5, 2008.

The Crim Festival of Races is the flagship event of the Crim Fitness Foundation, a non-profit organization offering year round health and fitness programs for children and adults. Proceeds from this partnership will allow for the further development of health and fitness programs for youth and adult in both counties.

Crim expanding into Oakland County

By Bill Khan

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The Crim Festival of Races will stay put, but the expertise that annually produces the highly successful event is being exported to Oakland County.

A half-marathon that bears the Crim's name will take place on Oct. 5, 2008 in Oakland County, it was to be announced today during a press conference at the Crim office in downtown Flint. There are four locations being considered, but one hasn't been finalized, Crim race director Deb Kiertzner said.

The idea for a half-marathon was raised by Oakland County executive L. Brooks Patterson in his State of

the County address on Feb. 7.

He invoked the name of the Crim, saying: "On the drawing board for the '08 calendar year will be the first Oakland County half-marathon, 10K and a 5K race, modeled after the extremely successful Bobby Crim race in Genesee County. I'm convinced that with good planning, which we've already started, we can bring a similar quality of life event to Oakland County in the summer or fall of '08. We have great communities and vistas in which to lay out a challenging



Kiertzner

course."

At the time, the Crim was looking to put on a half-marathon in the Flint area, but couldn't find sponsorship.

"We may still do that, but the sponsorship environment just wasn't there at the time," Kiertzner said. "You need seed money and sponsorship support to kick something like that off. They say when one door closes, another opens. That very same week, we heard that Brooks' State of the County address referred to the Bobby Crim 10-mile road race."

Crim and Oakland County officials have worked together the past few months on the project and recently finalized a working agreement.

The event is being called The Brooksie Way Half Marathon. Presented by Oakland County at the Crim Fitness Foundation. The event is named after Patterson's son Brooks Stuart Patterson, nicknamed "Brooksie," who was killed in a snowmobile crash on Feb. 10 in Atlas Township.

"We consider ourselves fortunate that the Crim Fitness Foundation and its long history of programming and fitness excellence is sharing its considerable expertise to put Oakland County on the racing map," Patterson said in a press release.

"They've allowed us to make

Crim: Half-marathon to be run in Oakland County | ◀ C1

"They've allowed us to make enormous strides in a very short time and I'm excited about the prospect."

Kiertzner said the Crim will hire someone to focus on the half-marathon, which will take place six weeks after the 10-mile race. The time frame works well for continuing Crim training groups for those who want to move up to the 13.1-mile distance.

"I talked with (program architect) Jeff Galloway about extending our training program," Kiertzner said. "He said if you're at 10 miles the fourth week of August, if you keep training on that schedule, you'll reach a half marathon the first week of October."

This will be the first race administered by the Crim outside of the Flint area. The Crim Firecracker 5K, staged around Independence Day, lasted five years from 1994-98. The Crim still has its Crim Kids Classic in May.

"We've always known what the Crim means to us, how it's quality and is a well-respected race," Kiertzner said. "But this says to me that it's recognized beyond the Flint community. Throughout the state, they recognize what Flint has and want it in their community. ... Everybody's heard about the Crim. It makes me doubly proud, knowing it's

"What they want from the Crim is what the Crim does so well."

— Deb Kiertzner,
Crim race director

coming from another community and it's not just us patting ourselves on the back."

Kiertzner said the half-marathon, unlike the Crim 10-mile race, will not seek appearances by elite runners. She said it hasn't been determined if prize money will be available.

A 5K race will also be run in conjunction with the half-marathon. Race organizers are attempting to keep the course in one or two jurisdictions to help with traffic control.

"What they want from the Crim is what the Crim does so well," Kiertzner said. "For example, the way we garner the community support with water stations and course entertainment, the timing is always state-of-the-art with the Gaults, paying attention to details like the development of a logo every year. As we strategize about the course, we want to bring as many of the elements we have in Flint as possible. We'll go through communities, neighborhoods, hilly terrain not unlike the Bradleys."

Additional coverage of the Crim and running is available at <http://blog.mlive.com/flintjournal/runners/>

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Others want to imitate race's success

By Bill Khan

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The partnership with Oakland County will put on a half-marathon next year is the first such outside venture for the Crim Fitness Foundation, but might not be the last.

The Crim and Oakland County will combine to stage a half-marathon and five-kilometer race on Oct. 5, 2008. A course hasn't been finalized, but will probably go through Rochester near Oakland University, Oakland County executive L. Brooks Patterson said Tuesday following a press conference in the Crim office.

There might be similar interest in the Lansing area to work on a race with the



Journal file photo • Steve Jessmore

► Crim, C3 ▲ Runners start the 10-mile run of the 2006 Crim Festival of Races.

Crim: Others want secret of race

Crim, said Bobby Crim, founder of the 10-mile race that will be run for the 31st time Saturday in downtown Flint.

"The former health director in Ingham County and I ran a race," Crim said. "He came over to me and said, 'I'm going to ask one of the staff people here in Ingham County in the health department to see if we can't get in contact and get something like what's being done in Flint. I told him, 'As soon as the race is over, we'll see what your interests are and what we can do to help.'"

Crim said there is potential for more partnerships with organizations and municipalities who want to stage a large-scale, quality race.

"I think this is something that's going to happen more often," Crim said. "We're getting pretty good exposure outside of Genesee County. I know it's (Crim CEO) Gerry Myers' desire to export it across the state and even further. I'm so pleased that it's happening. It's happened because the people in this community wanted it to happen and made it happen."

The idea for a half-marathon in Oakland County came up during Patterson's State of the County address in February. Shortly thereafter, the Crim and Oakland County began planning a half-marathon for the fall of 2008. The first Sunday of October was chosen because it doesn't conflict with any other major events in the state.

Patterson has admired the Crim from afar, mentioning its success in his speech last winter.

"I've been watching this thing grow," he said. "It's morphed into this beauti-

Thursday

- **Health and fitness expo:** Genesee Business Center
Packet pickup, registration, 2-8 p.m.
- **Crim Speakers Forum:** Genesee Business Center
Jeff Galloway, 4 p.m.
Nutrition for athletes, 5 p.m.
Sports injury prevention, 5:30 p.m.
- **Racewalk clinic:** University Pavilion, 6 p.m.
- **"After the Crim — now what?"** Genesee Business Center
Jeff Galloway, 7 p.m.

Friday

- **Health and fitness expo:** Genesee Business Center
Packet pickup, registration, 11 a.m.-9 p.m.
- **Crim Speakers Forum:** Genesee Business Center
Jeff Galloway, 1:30 p.m.
Tim Fraleigh, Mizuno, 3 p.m.
Nutrition for athletes, 5 p.m.
Sports injury prevention, 5:30 p.m.
- **Michigan Runner of the Year awards:** Genesee Business Center, 4 p.m.
- **Crim Food Fest:** Festival lot, 5-9 p.m.
- **Pasta party:** Festival lot, 5:30-9 p.m.
- **5K racewalk:** Central High School track, 5:30 p.m.

Crim Events Calendar

- **Special Olympics race:** Crim finish line, 6 p.m.
- **Crim Kids Invitational:** University Pavilion rink, 7 p.m.
- **Entertainment:** Festival lot Kimmie Horne, 7-9 p.m.

Saturday

- **Pancake breakfast:** University Pavilion rink, 6 a.m.-noon
- **Health and fitness expo:** Genesee Business Center
Vendor exhibits, 6:30 a.m.-noon
- **Packet pickup, late registraton:** University Pavilion, 6:30-8 a.m.
- **Teddy Bear Trot registration:** City Hall, 9-11:45 a.m.
- **Race schedule**
10-mile wheelers, 7:30 a.m.
10-mile run and walk, 8 a.m.
8K run, 9:30 a.m.
8K walk, 9:45 a.m.
5K run, 10 a.m.
5K walk, 10:30 a.m.
1-mile run, 11:45 a.m.
1-mile walk, 11:50 a.m.
Teddy Bear Trot, 1 p.m.
- **Post-race party:** Festival lot, 9 a.m.-4 p.m.
- **Entertainment:** Festival lot Rare Earth, 12:30-2 p.m.
- **10-mile awards ceremony:** Festival lot, 11 a.m.
- **Special Olympics Duck Race:** Flint River, 1:30 p.m.

ful event. The city of Flint has a right to be proud. We thought maybe we could learn the tricks of the trade."

For more coverage, read the running blog at blog.mlive.com/flintjournal/runners/