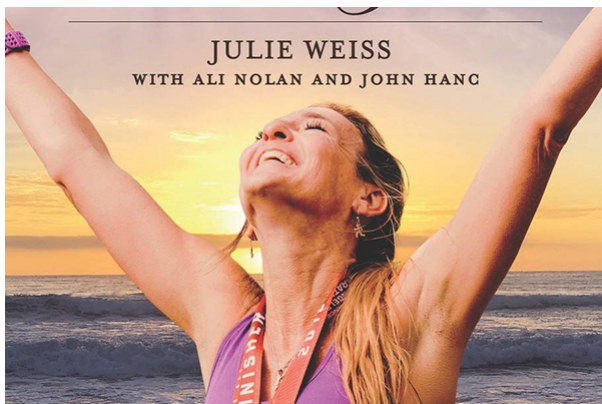


# Great Running Gear that Gives Back

Starting a new training program requires commitment, but also the right gear. To help you put your best foot forward, we've compiled a list of suggestions from our [Hirshberg Training Team](#) coaches who've been helping people accomplish their running goals for over 20 years. These items come endorsed from our coaches and experienced HTT alumni and are sure to help make your running, or walking, experience as memorable and enjoyable as possible.

One click and you'll be ready to hit the road and begin your training. When you purchase these items through our Amazon program, we get a small portion of the proceeds so shop knowing you're also giving back!

Here is list of items (after good running shoes, of course) that we recommend for everyone starting their running journey:



[The Miles and Trials of a Marathon Goddess: 52 Weeks, 52 Marathons](#) – Get inspired by HTT Alumnus Julie Weiss, who, after the loss of her father to pancreatic cancer, set out to run one marathon a week for a year and raise \$1 million for pancreatic cancer research.



[Body Glide Original Anti Chafing Stick Balm](#) – This stick prevents rubbing that can lead to chafing & raw skin. Safe for use on body parts ranging from arms and chest to butt and balls!



[EltaMD UV Sport Body Sunscreen, SPF 50](#) – Sweat resistant and water resistant up to 80 minutes, this oil free sunscreen will keep your skin protected while you are out there logging miles.



[GU Energy Original Sports Nutrition Energy Gel](#) and [Clif Bar – Energy Chews](#) – When you're on your long runs, you'll appreciate having a little snack to give you a quick energy boost. And these both taste great too.



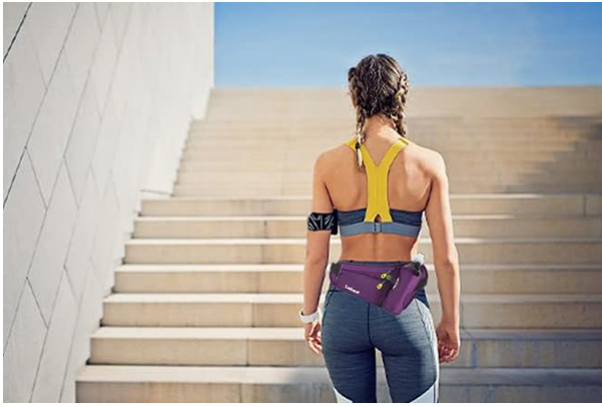
[Purple Rymora Leg Compression Sleeve](#) – Wear these on your legs for calf support and pain relief. They're comfy and provide pain relief.



[Apple Watch Series 8 \[GPS 41mm\] Smart Watch](#) – As a runner, technology is your friend. This Apple Watch has a fitness tracker, blood oxygen & ECG apps, always-on retina display and is water resistant. While you are at it, may as well get yourself a [Purple Band for your Apple Watch](#). After all, everything is better in purple!



[Women's Under Armour Purple Sports Bra](#) – This Crossback Mid Impact Sports Bra delivers strategic support, wicks away sweat, dries fast, and best of all comes in our favorite color.



[Purple Hydration Running Belt](#) – This water bottle hydration belt with reflective waist pack details will hold your water bottle, some snacks, a phone and any other small items you may need while you're out running. Plus, this design keeps your hands free.



Running shorts for [Men](#) and [Women](#) – You guessed it, we found great running shorts with moisture wicking and pockets – in purple, of course – for both men and women.

Happy running!

To learn more about the Hirshberg Training Team or to share your favorite running products, contact our HTT Program Manager, Martin Fung at [martin@pancreatic.org](mailto:martin@pancreatic.org).

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# Marathon Goddess, Julie Weiss Raises One Million Dollars for Pancreatic Cancer Research

Ten years ago, Julie Weiss finished her journey of 52 marathons in 52 weeks, in a quest to raise one million dollars for pancreatic cancer research and became known as the *Marathon Goddess*. On Sunday, March 19th, Weiss will be celebrated by pancreatic cancer survivors and supporters everywhere as she crosses the Los Angeles Marathon finish line yet again, and at the Hirshberg Foundation's Purple People Party Cheer Station near Mile 21. The celebration will commemorate Weiss raising more than one million dollars for pancreatic cancer research over the past decade, and helping raise awareness about the disease that has the highest mortality rate of all major cancers.

## MY BIGGEST FAN & INSPIRATION...

In 2010, following the death of her father to pancreatic cancer, Julie remained determined to make a difference, and running gave her a purpose. Just one week after he passed, she fulfilled their dream for her to qualify and run the Boston Marathon. He was, after all, her biggest fan. "I know he was there with me. He was the wind at my back and had the best seat in the house my heart after I ran the Boston Marathon in 2011," Julie shared. From there, she decided to turn her passion into a purpose and embarked on an incredible endeavor to raise hope, money and awareness for pancreatic cancer. In time, Julie chose the name Marathon Goddess, but is quick to point out its true meaning that it is not about her, it's a name that allows her to encourage others to embrace their passion and let it shine.

## **A \$1 MILLION DOLLAR GOAL...**

Since 2010, Julie has made many ties in the pancreatic cancer community. She has witnessed the ups and downs of statistics and gotten to know the faces and journeys of countless survivors whom she has run in honor of. Through the ups and downs, her focus hasn't waivered: "When I began this journey, my objective was to raise a million dollars to find a cure for pancreatic cancer, the disease that took my father away from me, and to help others affected by this insidious disease," said Weiss. "Julie set out to achieve a lofty goal, at the grass roots level, and never wavered in her commitment to see it through," said Lisa Manheim, Executive Director of the Hirshberg Foundation. "In addition to being our partner in helping spotlight pancreatic cancer, the awareness and money she raised has helped fund much-needed research bringing us one step closer to finding a cure." Throughout the years, Weiss has received support and donations from corporate sponsors and running organizations, however, the majority of her fundraising has come from individuals and families that have been impacted by the disease and those she has inspired through her running.

## **PHILANTHROPIST & AMBASSADOR...**

As a marathon runner, author, philanthropist, ambassador and advocate, Weiss keeps busy by sharing enduring stories of hope, empowerment, loss and resilience from patients and families fighting for their lives and the lives of their loved ones. She has remained a fervent supporter of the Hirshberg Foundation throughout her journey, motivating fellow runners on the Hirshberg Training Team each year, running the LA Cancer Challenge 5K and receiving the Never Give Up Award, leading a team at Tour de Pier, and inspiring communities across the country to Never Give Up hope. She has been a spokesperson for

the Hirshberg Foundation's successful fundraising campaign, *52 Races for 52 Faces*, a year-long, philanthropic crusade in which she competitively ran in marathons, half marathons, 10Ks and 5Ks in 52 cities throughout the U.S., and across the Pacific Ocean to shine a light on pancreatic cancer. The campaign started and ended with Weiss running the Los Angeles Marathon which also included the foundation's signature Halloween fundraiser, the L.A. Cancer Challenge.

Through running, Weiss hopes to show the world that pancreatic cancer is much more than devastating [statistics](#). There is a name and a face behind every survivor, and she is running for them. "Over a decade later, my mission to fight the good fight against pancreatic cancer has evolved to not only fundraise, but to be a voice for patients and to create awareness about the risks." She added, "Although we have seen progress, more needs to be done, and together, we can find a cure. We got this!"

## **AN EXTRAORDINARY FINISH...**

Throughout this extraordinary journey, Julie has shared enduring stories of hope, empowerment, loss and resilience from patients and families fighting for their lives and the lives of their loved ones. She has crossed over 1,000 finish lines, whether she was completing her 52 Races for 52 Faces campaign or her most recent 12 races in 12 months to raise awareness about the 5-year survival rate that has increased two years in a row. The stories she has helped share will never be forgotten and thanks to the one and only Marathon Goddess, we are \$1 million dollars closer to a cure through research funding and patient programs. *"Running with a purpose to fight the good fight against pancreatic cancer has become my mission; I will not stop until we have found a cure."* We look forward to cheering her on as she leaps across her 116th marathon finish line!

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# Hirshberg Training Team – Let's do it again!

*Sarah Ballog-Smith, a loving daughter, mother and wife honors the memory of her dad Al year-round by raising money for research and participating in Hirshberg events. Her dad has been her inspiration to run the LA Marathon with the Hirshberg Training Team (HTT) for five consecutive years 2019-2023, to fundraise on Facebook and form a teams for the LACC and Tour de Pier. Since 2019, she has raised over \$25,500.00 as part of HTT and has raised thousands more with the support of family and friends.*

*Below is the story she shared prior to her second marathon in 2020. Sarah remains an active HTT alumnus to this day.*

By: Sarah Ballog-Smith

I am so excited to announce that I will once again be running the Los Angeles Marathon as a member of the Hirshberg Training Team in 2020! As many of you know from my Facebook posts, I LOVE the Hirshberg Foundation for Pancreatic Cancer Research and everything they do in the fight against pancreatic cancer.

I joined the HTT last year, and it has truly changed my life. Prior to joining the team, the most I'd ever run was a 5k (really!). Since October of 2018, I've completed 5 half marathons, 1 full marathon, logged over 700 training miles, and am gearing up to complete another 26.2 miles on March 8, 2020... but I need all the support I can get to help me cross that finish line.



In addition to completing the iconic Stadium to the Sea run, I have given myself another huge challenge... to BEAT my fundraising total from last year... which was EPIC thanks to all my generous friends and family out there. I am determined to raise at least \$5,500 this season, but I can't do it without your help.

As many of you know, my amazing father Al was diagnosed with pancreatic cancer back in 2014. He was treated at the Hirshberg Center at UCLA and fought the fight every step of the way. Due to the grim nature of pancreatic cancer, he passed away in May of 2016. I miss him so much and not a day goes by that I not reminded of him in some way – his warm smile, his huge hugs, his great laugh, his love of sports, and so many more things. Running has helped connect me to him and remind me what an amazing runner and athlete he was, having completed numerous marathons himself back in the day. I know he would be so proud of what I have accomplished thus far and the new goals I have set for myself. I feel him there with me on every training run cheering me, saying just keep moving, one foot in front of the other.

Although my dad is my main motivation, I am doing this for more than just him. Since his passing, I have lost 2 of my fellow Los Angeles County District Attorney colleagues, as well as the brother of a colleague, to pancreatic cancer. And one of my dear friends from high school has also been affected, as her wonderful mother was also diagnosed and is fighting the fight. I am running this marathon for them and for their family members who have dealt with/are dealing with this horrible disease. Please help me show them the love!

Thank you SO MUCH for your help – every dollar makes a difference!

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# Tour de Pier Pop-Up Presented By CycleBar Santa Monica

This year, you can be participate in the LA Marathon without running a mile, let alone 26.2 miles! The ***Tour De Pier Pop-Up Presented by CycleBar Santa Monica***– a new one-of-a-kind outdoor stationary cycling event – gives your front row access to all the action of the LA Marathon course while fundraising for cancer.

On Sunday, March 8, 2020, [CycleBar Santa Monica](#) and the Hirshberg Foundation for Pancreatic Cancer Research, an official charity of the LA Marathon, will host a fundraising event sure to energize and inspire runners and riders alike. CycleBar Santa Monica will bring their heart-pumping excitement with three 60-minute outdoor classes at 9:00am, 10:15am and 11:30am taught by the studio's most popular teachers. Participants may ride one or more of the sessions.

Participants will get a taste of [Tour De Pier](#), the award-winning outdoor stationary cycling cancer fundraiser that raised more than \$1.5 million for cancer organizations last year. This unique opportunity to work up a sweat outside of the spin studio also affords a great view of the over 25,000 marathoners who pass by mile 21. For \$95 per session, you reserve your spot on a bike, get a sweet participant swag bag, and be able to high-five runners as they pass!

The [Tour De Pier Pop-Up Presented by CycleBar Santa Monica](#) will take place at the Hirshberg Foundation's official cheer station, the Purple People Party located on the median strip on San

Vicente Blvd along mile 21 of the Los Angeles Marathon. Aptly named for the color of pancreatic cancer awareness, the cheer station is one of the most popular and energetic spots on the course. Volunteers, families, cancer survivors and spectators come to the [Purple People Party](#) to celebrate marathon day, enjoy music, hand out healthy treats, and cheer and energize runners on their way to the finish line.

Only 26 bikes will be available for each session and this is one ride you don't want to miss.

[Reserve your bike now!](#)

**Not riding? Make a donation!** Support a rider and cancer research when you visit, [support.pancreatic.org/TDP-PopUp2020](http://support.pancreatic.org/TDP-PopUp2020).

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## Richard Hatch Memorial Fund

Richard Hatch, star of the original "Battlestar Galatica" passed away on February 7, 2017 after a battle with pancreatic cancer.

Hatch was best known for his role as Captain Apollo in the original "Battlestar Galactica" sci-fi series, which earned him a Golden Globe nomination for Best Actor in a TV drama series. He played Tom Zarek, a different character on the Syfy remake in 2003. Hatch started acting in Off Broadway productions but his career took off after landing a leading role in "All My Children." He has a lengthy list of TV credits, including many guest roles in '70s and '80s television favorites like "Baywatch," "MacGyver," "CHiPS," and "Murder She Wrote."

The Hirshberg Foundation, with the blessing of Richard's family,

is honored to invite fans, family & friends to pay special tribute to Hatch on March 19 at the Los Angeles Marathon. The Hirshberg Foundation, an official charity of the Los Angeles Marathon, hosts a cheer station in Brentwood, along the course. Dubbed the Purple People Party, our cheer station brings out hundreds of volunteers to cheer on the runners and raise awareness for pancreatic cancer. We invite you to join us as we honor Richard Hatch at the Purple People Party.

[Memorial Fund >](#)

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# **Hirshberg Training Team Participant Spotlight – Running with a Purpose. Racing towards a Cure**

By Adam Pollack

On March 9, I was joined by thousands of fellow runners at the LA Marathon to do something big: run a marathon. We were all there with different goals in mind: to win, to complete the distance, and others to raise funds and awareness for a charity of choice. If we spoke a few years ago, I would have told you that I run marathons to beat my best time. This time was different.

This past November, my father was diagnosed with Stage 3 pancreatic cancer. Living across the country meant that there wasn't much I could do on a daily basis, and I desperately

wanted to be able to do something. I felt scared and hopeless.

I turned to a personal passion, marathon running. I quickly signed up for the Hirshberg Training Team (HTT), they registered me for the LA Marathon, and I hopped into training. I knew at that point my goal was different. *"I wasn't going to try to be the fastest or the strongest, but rather to increase awareness of pancreatic cancer and to fund research to find better treatment options and an eventual cure."* I felt proud every time I walked out the door for a training run wearing my purple HTT shirt. I felt a real sense of purpose.

Of course, training had its challenges. You have to make sacrifices: run when you don't feel like it, go to bed early because you're just exhausted from that long run, and go out in bad weather. My most memorable long training run took place during a terrible rain storm, which was not forecast to happen for another day. It started out as a drizzle and 5 miles into the run, it was pouring. The wind was blowing at my face, the rain was stinging my skin, and I was cold. I went back and forth on whether or not I would continue the run or just take the bus home and call it a day.

I thought about my goal: to raise awareness and funds for the Hirshberg Foundation. I knew personally that days are like this for cancer patients and their families. Some days are sunny and warm, while others are dark and gloomy. In either case, I knew that so many people still had to continue on with their lives, even on those difficult days and I could too. I didn't know how much further I could run, but all I needed to do was put one foot in front of the other.

The rain persisted; it even got worse. But my attitude had changed. Things were in the right perspective. The wind was pushing me back but I had a huge smile on my face. It could be

worse. Not all days are easy when fighting this disease. However, the knowledge that I was out there to fund the research necessary to discover a cure, was enough. The dream that someday others won't have the same fight, makes those difficult days more bearable. It gives me hope, which is exactly what I needed.