



RUNNERS GUIDE FROM THE FIRST



MESSAGES FROM THE FIRST

Ladies and Gentlemen,
As you can imagine we've been absolutely staggered by the response to our first Great North Run and I hope you're looking forward to the great day as much as I am. I'm sure you'll join me in thanking Thorn Gas Heating for their sponsorship and support, also B.B.C. North East for their enthusiasm in promoting the event. In addition a vote of thanks is due to the many voluntary bodies who have given their help so generously.

Finally, all it leaves me to say is good luck to all the competitors.

See you at South Shields
BRENDAN FOSTER



ADVICE FROM THE FIRST DO'S

If you have always trained at lunchtimes or evenings then fit in some morning runs before the 28th. The race starts at 10:30a.m. and your body might not feel so awake if it isn't used to exercise at this hour.



**ADVICE
FROM
THE FIRST
DO'S**

**Do visit the toilet
before the run
(elsewhere in this
booklet will tell you
where) and do bring
some toilet paper
with you.**



**ADVICE
FROM
THE FIRST
DO'S**

**Do check your laces
and elastic before
you leave home.
What a disaster if all
that training was
wasted because of a
broken lace, etc!**



**ADVICE
FROM
THE FIRST
DON'TS**

POLICE NOTICE
**Please don't train on
the busier dual
carriageway section of
course in the weeks
before the race.**



**ADVICE
FROM
THE FIRST
DON'TS**

Don't have a whacking great traditional English breakfast before the race, unless you want that sinking feeling at 3 miles or so!



**ADVICE
FROM
THE FIRST
DON'TS**

**Don't wear
"tatty" worn
out kit, it may
give up before
you do!**



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**INFO
FROM
THE FIRST**

REFRESHMENTS

These will take the form of drinks, diluted orange and lemon and water dispensed in small paper cups. In addition there will be wet sponges available.



**INFO
FROM
THE FIRST**

FULL RESULTS

Negotiations are under way to get the full results published in a Monday morning newspaper. If this is achieved then you will be informed on the day of the race.

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**ADS
FROM
THE FIRST**

 City of
Newcastle
upon Tyne

TYNESIDE SUMMER EXHIBITION

**TUESDAY 28th JULY
to SATURDAY 1st AUG
EXHIBITION PARK**

OPEN 11am to 9pm
Adults 95p OAP's 50p Children 35p

HUGE TRADES TENT FURNITURE • FASHION • FOOD HOMES • TV • COOKERY CAMPING • CARS WINES & DUTCH DAIRY BUREAU	PACKED PROGRAMME OF ENTERTAINMENTS MILITARY BANDS SHOW JUMPING AGRICULTURAL SHOW NATIONAL FARMERS UNION NATIONAL DAIRY COUNCIL	40th CITY FLOWER SHOW INCLUDING 'ROSECARPE' FLOWER SHOW THURS, FRI, SAT
MORE ATTRACTIONS GEORDIE MUSIC HALL DARTS CHAMPIONSHIP YOUTH BANDS HOT AIR BALLOONS B.B.C. RADIO NEWCASTLE GOAT SHOW • DOG SHOW	DISPLAYS BATTLE OF BRITAIN SQUADRON & 'VINTAGE PAIR' - LIVE JUNIOR REGIMENT OF ROYAL CORPS OF SIGNAL DISPLAY TEAM • THE RED DEVILS FREE FALL PARACHUTE TEAM KINDERCIRCUS SANTELLI MOTORCYCLE DISPLAY TEAM	LOTS MORE! MORE! LOTS LOTS M MORE! SEE ROYAL WEDDING LIVE ON A BIG SCREEN TOO GOOD TO MISS! LOTS MORE!

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ADS
FROM
THE FIRST

COUNTRY JAMBOREE



**GYPSIES GREEN STADIUM,
SOUTH SHIELDS,
JULY 11th & 12th 1981**

FAST DRAW COMPETITION! HORSE RIDES!

SAT. 11th

Kelvin Henderson &
his Big Country Band

Mustang

City Limits

Diablo

SUN. 12th

Cliff Ledger & the
Country Boys

The Moat Brothers

Ken & Billie Ford

The Little Known String Band



SQUARE DANCING! WESTERN SALOON!

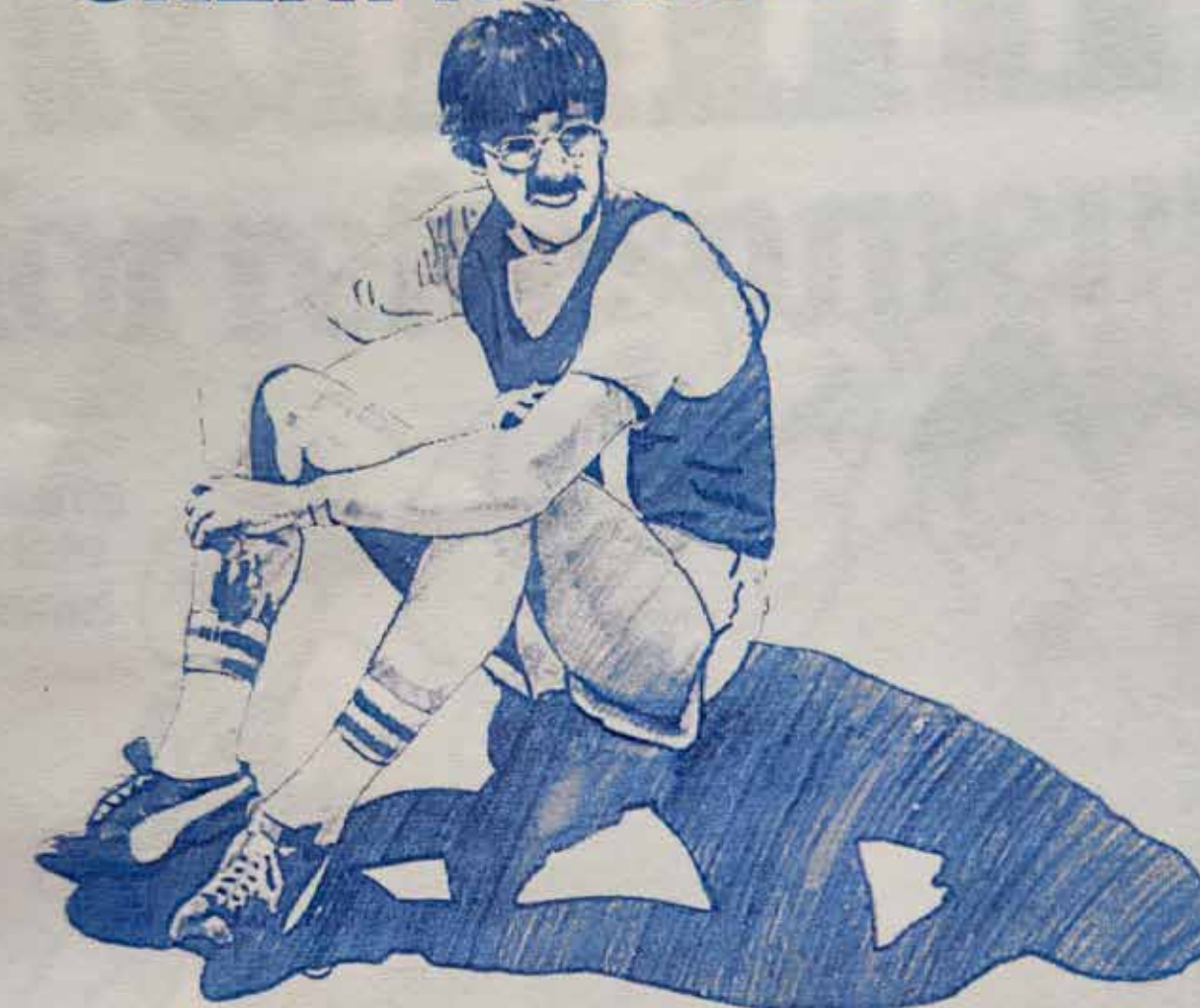
Tickets £1

FROM BOB GILROY, 65 BRINEBURN STREET, SOUTH SHIELDS.
FURTHER DETAILS FROM
TOM RISEBOROUGH TEL: SOUTH SHIELDS 568841 EXT 266


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**ADS
FROM
THE FIRST**

**NOW THAT YOU HAVE
ENJOYED THE
GREAT NORTH RUN**



**SIT BACK AND RELAX IN THE
NEW TYNE & WEAR COUNTY STAND
AND ENJOY THESE TOP CLASS
INTERNATIONAL EVENTS**

FRIDAY JULY 17TH / SATURDAY JULY 18TH

THORN EMI Video International

GREAT BRITAIN v U.S.S.R.

SUNDAY JULY 26TH

PHILIPS GATESHEAD GAMES

ENGLAND v HUNGARY v SCOTLAND v SPAIN

TICKETS ON SALE NOW

Gateshead International Stadium, Neilson Road, Gateshead. Tel 781687
Department of Sports & Recreation, Alexandra Road, Gateshead NE8 4JA. Tel 773939/772060
and all leading Sports Shops on Tyneside (Please send all postal applications to the Department)

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ADS FROM THE FIRST



VERTICAL FORCE

2 BW
1 BW
0 50 100 150 200 TIME (MS)

CENTRE VS PRESSURE

THE YANKEE. WE DID IT FOR THE MONEY.

The last thing we normally talk about is price. We're more interested in performance. That said, we introduce the Yankee. An outstanding training flat that breaks the £18 mark.

It's quite an economic feat. Because the Yankee is an honest-to-god Nike. The technology is there. This shoe is slip lasted. So it's lighter, more flexible. It has our Spenco® sockliner and ankle collar. To grip your heel like a wetsuit. And thick mid-sole cushioning.

True. The Yankee is hardly the cheapest shoe on the market. But then, we didn't get where we are by getting cheap.

NIKE Reliance Sportswear Limited
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West Yorkshire, HX1 4SE
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