

# HOW TO TALK TO KIDS ABOUT MARATHON KIDS

**When inviting kids to join your Marathon Kids running club,** be sure they know that everyone is invited. They don't have to be the fastest, run farthest, or have perfect form – but they have to be willing to try.

Every participant in your running club needs to know that their goal is 104.8 miles. They need to know that their goal is achievable, and that they are working toward that goal at every session. Here are some topics to talk about with your kids as you recruit them or during your first session.

## **GET EXCITED ABOUT THE COMMITMENT**

"How many miles is a marathon?  
That's right—26.2."

"Who thinks they can run four marathons during  
[insert length of season in weeks/months]?"

"Do you know how many miles that is? 104.8!"

"If you think that's too many, do you think you  
can run 1-2 miles [provide specific details  
if needed] each time we meet? Awesome!"

"You can do this!"

## **HOW WILL WE CELEBRATE?**

"Guess what? Marathon Kids and Nike  
are challenging you to run four marathons,  
or 104.8 miles, during our season. You  
will earn a cool reward for each marathon you  
complete!"

"Raise your hand if you want to know  
what the rewards are."

[Tell or show kids the rewards.]

"Why do you think Marathon Kids and Nike are  
challenging you to run?" [You're looking for  
answers like: Exercise is good for you, it helps  
you to be healthy, do better in school, etc.]

## **WHAT CAN YOU COUNT ON ME FOR?**

"I'm your Coach, and my job is to encourage you  
to achieve your goals."

[Insert information here to talk about specific  
ways you, as a Coach, will do this.]

## **SHOW ME YOU'RE IN!**

"Now raise your hand again if you think  
that with you trying your best, along with your  
parents' and my help, you can  
run four marathons this season. Great!"

"Kids everywhere will be taking this challenge.  
The question is: Will you?"