

FOR IMMEDIATE RELEASE

Calgary Masters Runners Launch New Book

Calgary, Alberta (September, 2010)

Internationally competitive, champion master athletes Roger Davies, 75, and Helly Visser, 76, will launch their new book *The Guide to Natural Posture Running* on Saturday October 2nd 2010, at 1:30 PM following the River Park Classic cross country race at South Calgary Community Hall 3130 16th Street SW. The book is a resource for beginning, recreational or competitive runners, who desire to practice techniques to improve their running form, economy and efficiency.

The easiest way to understand Natural Posture Running is to watch young children run; leaning from the ankles, with legs flying, arms swinging easily. No rules, just doing what comes naturally in a style unique to their physique, but perfectly easily and biomechanically efficient. It's the way our ancestors evolved to run and it's imprinted in our genes today. And it's the way to recover our original capabilities characterized by good health and unlimited energy.

The first-time authors are the founders of the Natural Posture Running (NPR) training system to which they attribute their running longevity and absence of injuries. Davies and Visser have been running for over two decades and have competed at World Master Athletic Championships since 1995, earning scores of podium victories.

The Guide to Natural Posture Running covers the theory and the six techniques on which the Natural Posture Running system is based. As well, the guide contains foundation exercises designed to improve the strength and flexibility of all the parts of the body required to adapt to a more economic running form.

“I am running faster with less effort than before (lower heart rates)... My legs on the long runs are not as fatigued, and I seem to be able to recover more quickly.... I really, really, look forward to every run! I feel like a kid again!” -- Connie, an NPR clinic participant

“We are born to run,” says Dr. D. Lieberman, (anthropologist) of “Barefoot Professor” fame. Lieberman’s 2004 research inspired Davies and Visser to develop NPR. His recent research confirms that humans were designed to be endurance runners. The laws of physics and gravity combine with our self-awareness, core development and adaptation to new techniques to reduce the injuries that plague seventy per cent of all runners.

To find out more and to order a copy of this new book on improving your running or fitness, visit their website www.nprunning.com Copies will also be available in Calgary at Gord’s Running Store, Strides Running Store and the Tech Shop in Calgary, Alberta, Canada.