

On The Road

Road running in North Wales

In association with

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December 2012

VAUGHAN IS LONDON BOUND AFTER CONWY VICTORY



Eryri's *Alun Vaughan* swept to a comfortable win in the Conwy half marathon on 18/11, in 70:31, a time which qualifies him for the elite start of the London marathon next May. He also picked up the Regional men's title as the event included the N. Wales championship. Club-mate *Brendan Rothery* was second, earning silver in 73:56, with Deeside's *Lee Jones* collecting bronze and gold M40 in his debut at the distance. The women's crown went to Eryri's fell/

mountain specialist *Caren Williams*, in 89:09, who also collected gold F35. Silver and gold F40 went to another Eryri athlete, *Tammy Lewis-Jones* in 94:09 and bronze to Buckley's *Margaret Ludden*—who also took gold F50 in a new C.B.P. of 99:44. Only one other Championship Best Performance, and that to the irrepressible *Brenda Jones* (Bro Dysynni); Brenda's time of 118:30 adds the F70 record to her F60 and F65 collection for the distance. Full results at our website. Photo: lining up for the start.

DAVID AND SARAH DASH TO TOP TIMES

The Abbey Dash 10km in Leeds, 18/11, saw some fine performances from the North's athletes running in the Wales team. *Sarah Livett* ran a new P.B. of 36:28, finishing 21st lady; a time which broke her own U/20 Regional best and puts her in 5th spot in the all-time N.W.R.A.C. 10km lists, ahead of Emma Parry (7th) & Erika Robinson (6th). *David Mountford* also shattered his P.B., recording the fastest time by a N. Walian this year, 30:04, in 11th position; it also puts him 14 seconds behind the Regional record, 29:50, set back in 1999 by Ian Pierce. Other Northern runners in the team were Maldwyn's *Andrew Davies* (30:22 P.B) 14th, which ranks him 2nd this year, Snowdonia marathon winner *Rob Samuel* (30:56) and *Ricky Challinor* moved up to 4th spot in this year's Regional lists with 31:12 for 34th, (P.B.). *Matthew Roberts* completed the Northern contingent, finishing 39th in a P.B. of 31:30. Menai's *Steffan Sayer* also competed in the event, finishing in 34:30 (P.B.) and 151st spot.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a suc-



Caption describing picture or graphic.

cessful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety

of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon

new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

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This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thou-

sands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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Home

Primary Business Address

Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail:
someone@example.com



Your business tag line
here.



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organiza-

tion is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every

third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.