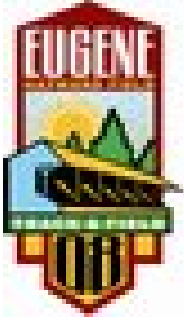


Eugene, Oregon Track Town, USA



Whether it's the electrifying atmosphere of Hayward Field, the miles of running trails, or the fact that Olympic-caliber athletes live and train here, Eugene is often referred to as Track Town, USA. Located in the naturally scenic landscape of the Willamette Valley, between the Oregon Coast and the Cascade Mountains, Eugene and neighboring Springfield offer a bounty of venues and events focused on track and field and the local running community.

World-Class Track & Field Events

Eugene's reputation as a sports destination is running at record speeds these days. The site of the 2008 and 2012 U.S. Olympic Team Trials - Track & Field, and host of the 2009 and 2011 USA Outdoor Track & Field Championships - among other world-class meets - Eugene has solidified its standing as Track Town, USA. Eugene previously hosted the Olympic Trials in 1972, 1976 and 1980.



Historic Hayward Field

One of the most famous track and field-only facilities in the world, Hayward Field is hallowed ground for track and field athletes and fans. Built in 1919 on the University of Oregon campus, this historic venue has hosted nine NCAA Championships, six national championships, three Olympic Trials, 30 Prefontaine Classics and numerous other prestigious track and field events. The public is welcome to run and workout on the track year-round and even compete in this championship arena when the Oregon Track Club sponsors its All-Comers meets each July.

History, Legacy & Legends

From the legend of Steve Prefontaine to the waffle iron used to create rubber-spiked soles for Nike's earliest running shoes, Eugene's history is steeped with a rich culture unlike any place else. It was here where former Olympian and University of Oregon Track Coach **Bill Bowerman** and, then, middle-distance runner **Phil Knight** formed a partnership that ignited the beginnings of what would become the largest sports and fitness company in the world. Today, **Eugene's Nike Store** pays tribute to the company's Eugene-based heritage with museum-quality displays and murals that depict the early days of this sports giant.



Legendary Steve Prefontaine

Track legend Steve Prefontaine, who ran for the University of Oregon track team under coach Bill Bowerman, inspired and awed crowds for holding every American running record between 2,000 and 10,000 meters in 1975. Tragically killed in a car accident that same year, many continue to honor him by visiting his memorial "**Pre's Rock**" located at the site of the crash near the intersection of Birch and Skyline Boulevards in Eugene's Southeast hills.



Pre's Trail

As a tribute to Steve Prefontaine, **Pre's Trail**, runs through Eugene's 400-acre city-centered Alton Baker Park. One of the area's most famous jogging venues, this four-mile trail leads you alongside grasslands, ponds, woodlands and riverbanks. A seven-year labor of love, by dozens of volunteers, led to a recent renovation of the Trail through the **Pre's Trail Restoration Project**.

Hitting the Trails

Miles of trails offer diverse terrain and training territory for runners of all skill-levels, including many well-known athletes drawn to the area to live and compete. European-inspired bark running trails are prevalent throughout the city from level pathways to hillside woodland trails. Runners share the right of way with cyclists along the extensive black-topped paths that meander along the beautiful banks of the Willamette River. Paths are easily accessible on both the north and south banks with five bike/footbridges that span the river. New mileage-markers and signage along the riverbank trails are among recent examples of the community's commitment to its running landscape and track and field heritage.



Athletes with Local Ties

Alberto Salazar, Mary Decker Slaney, Lance Deal, Bill McChesney and Marla

Runyan are among running and track and field greats with local ties to the Eugene area. Eugene is also home to **Oregon Track Club Elite** athletes, considered among the nation's best, all of whom live and train in the Eugene area.



All-Comers to Marathon Elites

In the Eugene-Springfield community, being a spectator is optional. Everyone is welcome to experience the camaraderie of fellow running enthusiasts or the thrill of competition. Athletes from home and abroad participate in a myriad of local events, including the **All-Comer's Track & Field Meet** that invites everyone to get in on the track action. A special edition of the All-Comer's meet will even be held during the Olympic Trials on July 1 & 2.



Eugene Marathon Running Strong

Drawing more than 5,000 runners from around the nation and beyond, the rebirth of the **Eugene Marathon** provides an opportunity for runners of all skill levels to take in the area's special running sites and revel in the enthusiasm for the sport. Competitors range from school-aged children to elite runners hoping to qualify for the Boston Marathon. The Marathon was recently named one of the **Top 10 Best New Marathons in the U.S.** by **Runner's World** magazine.

Track Town Inspires the Next Generation

The local community strives to make track and field experiences available to everyone, especially the next generation of track athletes and fans. Special programs are being held before, during and after the Olympic Trials to introduce youth to the sport and encourage them to support athletes competing at the Olympic Trials. A youth leadership and track camp, and youth clinics, will provide opportunities for young people to get in on the action. A high energy, dynamic recreational space for youth, known as the **The Starting Block**, will also be featured in the Eugene 08 Festival.



For more information on "Track Town" venues and events around the Eugene area, contact the Convention & Visitors Association of Lane County Oregon (CVALCO) at (541) 484-5307; (800) 547-5445; or www.VisitLaneCounty.org/media.

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