

# START YOUR OWN REVOLUCIÓN



FIFTY YEARS AGO A HANDFUL OF MEN WITH DREAMS RAN UP THE BEACHES OF EASTERN CUBA. THIS MONTH, RBK WILL INSPIRE YOU TO DO THE SAME. TRY A PAIR OF RBK PREMIER RUNNING SHOES TODAY AND YOU'LL ENTER A PERSONAL JOURNEY THAT COULD LEAD YOU TO THE CUBAN HALF-MARATHON. IT'S TIME TO CHANGE THE WAY YOU RUN...

**T**he greatest movements start with the smallest steps. When Che and Fidel ran into the Cuban mountains in 1956, they started the world's most iconic revolución. They didn't just perspire – they inspired. This year, RbK will inspire you to start a running revolución all of your own.

The call to arms is this: everyone who tries on a pair of RbK Premier shoes will be taking the first step towards new levels of performance.

The revolución begins with a manifesto. Try a pair of RbK Premiers and you'll receive a booklet calling you to action, and inspiring you to run. With that in hand, you'll be granted access to an online stockpile of revolutionary running advice with a wide range of exclusive training programmes for your individual needs at [www.rbk.com](http://www.rbk.com).



Best of all, you'll have the chance to join the elite corps of RbK revolucionarios, and stand a chance of running the Che Guevara Cuban half-marathon in January 2007.

You can also take it one step further and visit RbK's other website [www.inspiredtorun.co.uk](http://www.inspiredtorun.co.uk) where you can receive consignments of tips for pounding the pavements, and assess the dedication of fellow revolucionarios, with the ability to rate your comrades' tales of running inspiration.

It's no use asking where you'll be when the revolución comes. The revolución is here. And whether it takes you to the Cuban hills or simply further round the local park than you've managed before, the time to join is now.

Go to any participating store and try on a pair of RbK Premier shoes to start your own running revolución today.

FROM THE TOP:  
RBK ROAD PLUS TRAINER  
RBK TRINITY KFS TRAINER  
RBK ROAD LITE TRAINER

THE CUBAN HALF-MARATHON  
COMPETITION CLOSES  
31 OCTOBER 2006.  
SEE [WWW.RBK.COM](http://WWW.RBK.COM) FOR  
TERMS AND CONDITIONS

FOR DETAILS  
OF SPECIALIST  
STOCKISTS CALL  
0800 305050 OR  
VISIT YOUR LOCAL  
JJB SPORTS STORE