CHALLENGES





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An unfortunate ad placement on a race registration page

Sunday, February 23, 2014



I always try to patronize race sponsors, but I wonder who solicited this local business? I cropped out the name of the funeral home.

I appreciate local businesses who support fitness activities in our community and I wouldn't mind having the NAME of this one in the list on the back of my race shirt, but I don't think I'd be in a hurry to redeem any "door prizes" they might contribute.

As I searched for options for future races, I saw the usual types of ads sponsoring the events, but this one was a real surprise.

If you were new to exercise, running, walking or racing, wouldn't this ad make you think twice?

It looks like a nice, well planned event. There's even an "after party." I hope it's not an "ever-after" party.

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MARYJEANSL

I admit that I would find that ad rather "off-putting" on a race registration page. Not the sort of service most runners would be looking for. 2666 days ago



CD13758606



Agree That is out of this world, and they are way off base in the marketing department.



2666 days ago



GINIEMIE

I don't know, I don't want to touch this one with a 10' pole.









2667 days ago



CD12146214

Hmmm I wonder what the "difficult cremations" entail? Too funny! 2667 days ago



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SUSANNAH31



When you think about it, there aren't a lot of good places to put one of those ads.

The best funeral home ad I ever saw was many years ago, when everyone was still smoking - and the ad was on an ashtray. It said: "Ashes to Ashes." 2667 days ago



CELIAMINER

Ha haaaaa! And they'll be the "last to let you down." Oh wait, that was for burial by another funeral home.



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2667 days ago



LINDAKAY228

As one who has done some running I had to laugh at this to. I would not want to wear the cremation part in a race either!! The name by itself would be okay as a sponsor but this is an accident I hope they never repeat LOL.

2667 days ago



PHOENIX1949



What rolled through my mind was 'what to do when your race on earth is finished.' 2667 days ago



CD8113065

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I'm just trying to figure out what a "simple" cremation might be. 2667 days ago



BUSYGRANNY5

Oh my..... this is too funny! 2667 days ago





TERI-RIFIC

Lol 2667 days ago





MISCHAKEO

That was hilarious. As I age, I keep getting those lovely ads in my mail. If it was a well planned race, I would do it anyway.

2667 days ago



CHERYLHURT

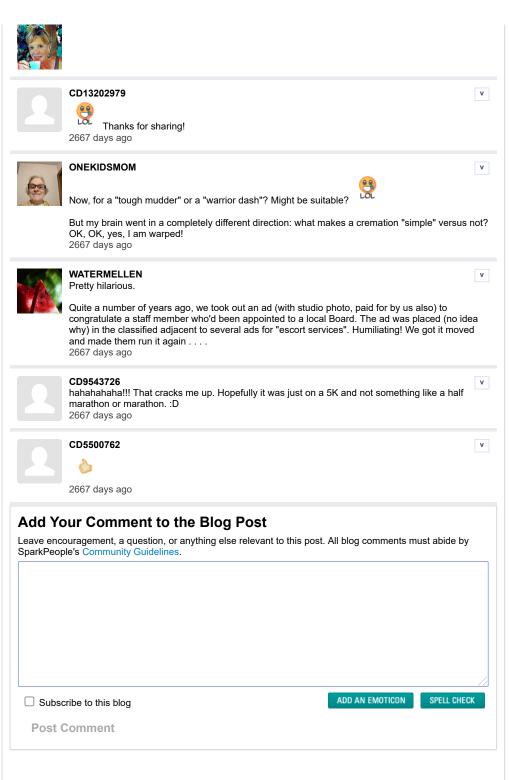
So funny! 2667 days ago



SUZYMOBILE

I guess they mean for you to burn up the road. 2667 days ago

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Disclaimer: Weight loss results will vary from person to person. No individual result should be seen as a typical result of following the SparkPeople program.