



A SPORTS JOURNAL FOR: BICYCLISTS, ENDURANCE ATHLETES, SWIMMERS, TRIATHLETES

The Beast - Cover, issue #1

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A Letter From the Publishers

We all would love to make a living from our "hobby." As you get older you realize more and more however that the real world doesn't always go along with our great ideas and right intentions. Then you stop fighting the apparent inevitable and decide to focus on what you must do, not on what you want to do.

But sometimes maybe, you find that life fools you. Circumstances may even evolve that point you back in the direction of your "dreams." It becomes evident that you **have to** pursue your earlier fantasy goals. You think you've simplified your life, overcome your frustrations, and been able to accept your lot. Then BOOM! It might start slowly at first, but once you've given in to the pull, there's no turning back.

Let us explain. After years of working "real jobs," both of us found ourselves getting more involved in our hobbies. In both cases (we did not even know each other at this time) it was involvement in individual sports, i.e. running, cycling and swimming. Whether as competitors or as race directors, our "hobbies" became the most energy consuming part of each work week. In actuality we both unconsciously were replacing our "real jobs." Through the hard work, discipline and persistence we had learned in our endurance training and competition, BOOM, we were indeed starting to make a living out of our hobbies.

Yet the tide had not completely turned. Being involved in endurance and multi-sports seemed to offer us a smorgasbord of activities. Running, swimming and biking, and everything connected with them, started to interweave. Competing was exciting; so was promoting and coordinating events. Items of interest concerning our sports constantly came across our desks. Things that the everyday athlete might not know about. We were hearing about new training techniques and about behind the scenes activities in the industry. Our new jobs brought us in contact with top athletes and key race directors and sponsors. We found our fingers on the pulse of the endurance world whether we wanted them there or not. All these distractions ceased to be interruptions. They became instead valuable pieces of a larger mosaic. A new focus began to emerge.

The result: **The BEAST!** Endurance sports need a sounding board. Today's growing community of **Bicyclists, Endurance Athletes, Swimmers, Triathletes** needs an information center. **The BEAST** is our mosaic for endurance athletes: Who they are. What they are doing. Where they are doing it. And finally, Why.

Making the decision to start a new publication, no matter what the format, is monumental, especially if you have never started one before. The bankruptcy rate of new magazines is almost as great as that of running shoe stores. Yet sometimes you find yourself in a situation where you **know** it is time to go for it. You may be damned if you do, but you'll certainly be damned if you don't try. Hope you like it!

ON THE COVER: Pat Griskus, 36, of Waterbury Connecticut, personifies today's endurance athlete, and then some. Pat competed in three triathlons in 1983, as well as the Mt. Washington Road Race—a run up the East Coast's highest peak. The endurance boom caught up with Pat in March 1983 when he ran his first marathon. He ran three more in the next eight months. In his last one, the Marine Corps, in November, Pat not only PR'ed, but also set a World Record. His 3:53:18 was the best ever for an amputee (leg). We salute Pat and his accomplishments as our cover BEAST for our premier issue.