



TEAM MILK Presents

FORWARD IS A PACE

A documentary about **EVERY WOMAN'S MARATHON**

FORWARD IS A PACE | AUDIENCE RESOURCE GUIDE

ABOUT EVERY WOMAN'S MARATHON & TEAM MILK

Every Woman's Marathon (EWM)

Every Woman's Marathon is the first national marathon in the U.S. designed by women, for women. Built to celebrate every pace, every body, and every journey, this race isn't about how fast you finish—it's about what it takes to start. Rooted in strength, community, and personal triumph, Every Woman's Marathon invites runners of all experience levels to move forward, together. Heading to Scottsdale, AZ, in November 2025, it's more than a marathon.

Learn more at everywomensmarathon.com



Why Milk?

Milk Hydrates Better Than Water

Research shows milk hydrates better than water or sports drinks, thanks to its natural electrolytes, carbs, and protein.

Milk's Protein Helps Build Stronger Muscles

An 8-oz glass of low-fat milk packs 8g of high-quality protein to support muscle building, recovery, and overall fitness.

Milk Helps Muscles Heal Faster

Low-fat chocolate milk provides high-quality protein that helps repair and rebuild muscles after intense exercise.

Milk Helps You Stay Active Longer

Milk and chocolate milk are key parts of a training routine, providing essential nutrients your body needs to recover, refuel, and stay strong under increased physical demands.



FILM OVERVIEW

About the Film:

Forward Is a Pace is a powerful short documentary spotlighting select stories from the inaugural **Every Woman's Marathon**, created by Team Milk. More than a running narrative, this film celebrates the purpose, strength, and joy formed both on and off the course as 7,000 women gathered together in Savannah, GA to take on 26.2. From first-timers to seasoned athletes, Every Woman's Marathon continues to invite women of all paces and abilities to lace up, dig deep, and accomplish something incredible.

Learn more at everywomansmarathon.com/documentary



Featured Participants:



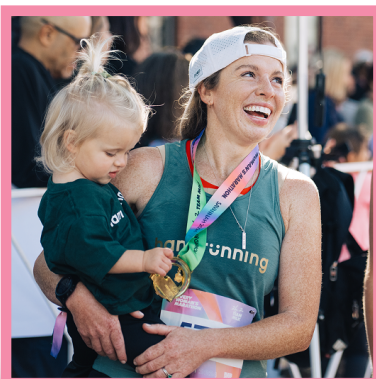
Citlalli Gomez

A forest runner who survived an attack that had her running for her life.



Jess Motyl-Szary

Adaptive athlete who doesn't let her diagnosis stop her from living her best life!



Kim Kreuzman

Ran a marathon in each of her trimesters. Now, she balances running with motherhood.



Lisa Davis

Guinness World Record holder for running seven marathons on seven continents in seven days!

DISCUSSION QUESTIONS

Benefits of Community Running and Fitness Groups

1. How do running and fitness groups create a sense of belonging?
 - a. What are some creative ways these groups can make themselves more inclusive for people of all backgrounds and skill levels?
2. Have you seen friendships or mentorships develop through your fitness community?
 - a. How did that support system help?
3. In what ways can community fitness groups promote mental health and emotional and physical resilience?
4. How has being part of a running or fitness group impacted your motivation and consistency?
5. What role does community support play in helping people reach their fitness or wellness goals?

Importance of Community Safety for Running/Fitness

1. How can fitness events and community runs ensure they're welcoming and supporting the audiences they serve?
2. What are the biggest safety concerns women & girls face when running or exercising outdoors?
3. How can urban design or community planning make public fitness spaces safer and more welcoming for women and girls?
4. What strategies or tools have you used (or seen others use) to stay safe while running?
5. How do safety concerns differ across audiences, and what can groups do to address that?

Benefits of Milk as a Recovery Drink

1. How does milk's combination of natural electrolytes, protein, and carbohydrates make it a smart option for post-workout routines?
2. Have you used milk or chocolate milk for post-run recovery, and what benefits have you noticed?
3. What makes milk different from other post-workout drinks when it comes to hydration and muscle recovery?
4. How can milk help support fueling and recovery for people with different training goals, such as endurance, strength, or weight management?

ACTION STEPS & RESOURCES

Team Milk Training & Nutrition Resources

- **Training Plans for Every Level**

No matter your pace or experience level, Every Woman's Marathon offers flexible, expert-designed plans to support your journey. Explore all training options here: everywomansmarathon.com/training

- **Expert Fitness Advice**

Do you have questions about training, nutrition, or motivation? EWM experts have answers. Dive into their insights here: everywomansmarathon.com/advice

- **Join #TeamMilk on Strava**

Run with a community of strong, supportive women. Share your progress, find motivation, and connect with others: strava.com/clubs/1165152

- **Fuel Your Run – Milk-Based Recipes**

Power your performance and recovery with nutrient-packed recipes featuring real milk. Find delicious and functional options here: everywomansmarathon.com/training

SOCIAL MEDIA

Screening Tour Promotion

- **Bring the film to your community!** Host a *Forward Is a Pace* screening and spark meaningful conversations about movement and motivation across audiences in running & fitness.
 Learn more: bit.ly/FIAP-InterestForm
 Tag @EveryWomansMarathon and show us how your town shows up! #ForwardIsAPace
- **The tour is on!** We're taking *Forward Is A Pace* across the country – want to bring it to your group, gym, or run club? Get started here: bit.ly/FIAP-InterestForm
#EveryWomansMarathon #TeamMilkOnTheMove

Film Trailer Promotion

- **Ready to be inspired?** Watch the official trailer for *Forward Is a Pace* – a short doc celebrating the stories of women running on their terms.  Watch now: bit.ly/FIAP-Trailer
#ForwardIsAPace #TeamMilk #EveryWomansMarathon
- **The journey, the joy, the power of running.** Meet the women behind the Every Woman's Marathon in *Forward Is a Pace*.  Trailer just dropped: bit.ly/FIAP-Trailer Tag someone who needs to see this!

Every Woman's Marathon Promotion

- **The race made for and by women.** Join me this November in Scottsdale, AZ, for the 2025 Every Woman's Marathon. ✨ Sign up, start training, and fuel up with Team Milk: everywomansmarathon.com
#EveryWomansMarathon #TeamMilk #RunYourWay
- **One start line. Every story.**
Whether you're running your first mile or your next marathon, this one's for you.
 Register now for the Every Woman's Marathon: everywomansmarathon.com
#EveryWomansMarathon #TeamMilkMoves