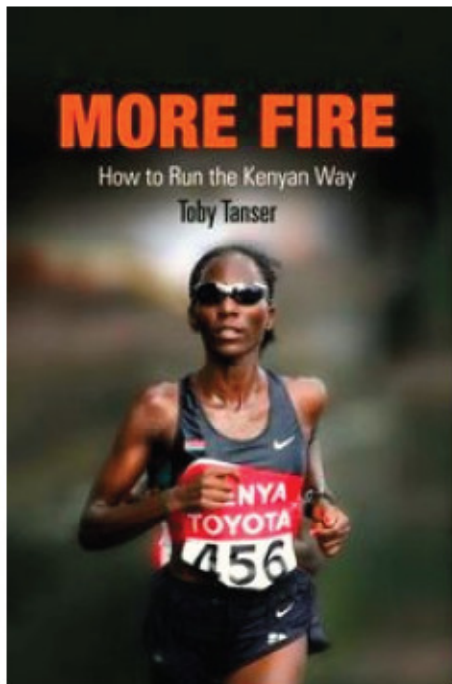


December 17, 2008

## Dec. 17: More Fire, The Best Book About Kenyan Running And Runners

Toby Tanser's had a great year, and I can't think of anyone more deserving. His [Shoe4Africa](#) organization put on some much needed Peace Runs after last winter's bad political times in Kenya, he was anointed a "Hero of Running" by Runner's World Magazine in its December issue, and Shoe4Africa got a big financial boost from the likes of actor [Anthony Edwards](#) and producer [Steven Spielberg](#). Lately, Tanser's been in Kenya putting on more races that he hopes will help him raise enough money to build a



children's hospital in Eldoret, the impoverished city in the heart of Kenya's Rift Valley, where many of the country's greatest runners live.

But I come here to praise Tanser's latest book, not his direct efforts in Kenya. His new book *More Fire: How to Run the Kenyan Way* is easily the best book ever written about Kenyan running. And he and others have written fine books in the past.

This one is simply bigger, more info-filled, and more "up close and personal." Tanser doesn't just write about the history of Kenyan distance running, a subject that he covers more fully than anyone before him. He also tells us what it's like to be living and running in Kenya, not to mention all the careening

crazily down those red-clay roads.

Tanser was an elite Icelandic marathoner and born wanderer when he first traveled to Kenya in 1995, hoping to learn from the great ones and improve his own running. Only problem: He arrived ahead of his travel partner (who knew some Kenyans), and didn't have a clue what he was supposed to do. "I sat in my hot, small hotel room for an hour thinking what a mistake I had made to come to Kenya. I had nothing but jeans and a T-shirt, and no address book of contacts." Unable to devise a strategy, he went out for a training run, same as he always did no matter where he happened to be living.

"The run became like a TV commercial. Suddenly from a side road came one runner, then two, then twenty, followed by twenty more. A coach on a bicycle kept

the pace. I followed the runners and within ten minutes, we arrived at a running camp. *The running camp.*" The one with Paul Tergat, Paul Koech, Ismail Kirui and other great Kenyan runners. Tanser knew he had found a place he would return to often, and he has. A place



To learn more about these amazing runners, you won't find a better starting point than



*More Fire*. It's got history, profiles, training, and plenty of up-close local color. You can [buy it here from Amazon](#). Tanser promises that all profits will go straight to Shoe4Africa. But you can also help by donating your own tired running shoes to [Shoe4Africa.org](#), as Paula Radcliffe, Bill Rodgers, and many other runners have already done.



Just check the web site for instructions.

Finally, you can make a direct donation to Shoe4Africa through [PayPal by clicking here](#). I recommend you do all three. You'll learn a lot, you've gotta do something with those old shoes, and you'll know for certain that you're making a contribution that will help children's health in Kenya and perhaps even launch the next great East African running star.