

The Story of the Swag Flag

www.swagflag5k.com/



A New Attitude

As the Bedford Girls Cross Country program entered its fifth year under the direction of coach Joel Hebert, the team was continuing its upward progress. The team was expanding in numbers and the girls were running faster times. A can-do attitude had taken hold, embodied by the slogan "Work Hard. Be Positive."



Coach Hebert sensed an opportunity to add to the team spirit and sought a talisman the team could rally around. A traditional banner had been used at meets, showing the blue, white and black colors of Bedford HS, but it didn't reflect the camaraderie shown by the team. Taking a cue from the Bedford HS team name, The Buccaneers, he thought the Jolly Roger flag of pirate lore would be a fitting symbol of the spirit and attitude shown by the hardy harriers.

First Meet



Making its first appearance at the meet against Acton-Boxborough and Westford Academy, the pirate flag proved an immediate hit. Even under the gray skies and rain on that day, the Bedford runners took to the flag and rallied. It marked Bedford's presence and was waved to encourage the racers. The team joked about their confidence and swag, and the flag was quickly christened The Swag Flag™.

Team Symbol



Since that initial meet, the Swag Flag has accompanied the Bedford XC and Track & Field teams to all their meets. It serves as the rallying flag before the meet begins, and is used to lead the cool down lap after a meet. Win or lose, the team is proud to jog a lap behind the flag, signaling team unity and strength.

"The real purpose of running isn't to win a race, it's to test the limits of the human heart."
-Bill Bowerman