



Winter 2018

# THE RUNNING PLACE

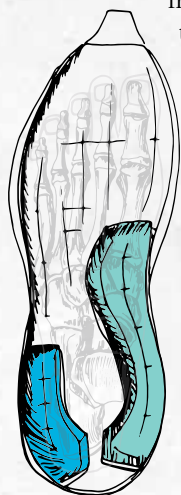
Newtown Square, PA

## RIDING THE GUIDERAILS WITH BROOKS

By John Cappiello, Brooks Sales Rep

At Brooks, we are constantly seeking a better understanding of running biomechanics. Brooks' "Run Signature" is a concept that identifies the unique and highly individual characteristics of each runner.

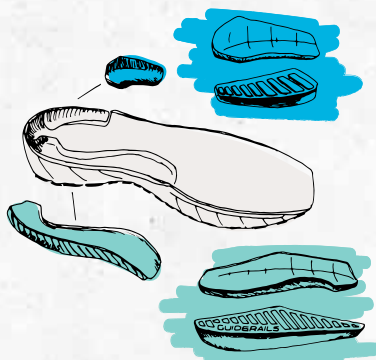
We consider the runner's Run Signature as the new starting point from which we define each runner's ideal form and alignment. Our research leads us to believe that the answer to reducing injuries, enhancing comfort, and improving performance is not to change or fix a runner's flaws, but to work with the natural and unique motion paths of each individual's joints. Based on this research, we are proposing a shift away from technologies that promote a single "right" way to run; a shift away from simply matching the runner to the shoe, and toward making shoes that adapt to the runner. It is about optimizing what is right instead of fixing what is wrong.



The focus then becomes keeping the runner in their "preferred motion path" for as long as possible during a run. For some runners, shoe geometries, midsole hardness, or excessive stabilizing technologies can push them outside of their preferred motion path. One way we hope to encourage

the "preferred motion path" is through a running shoe technology that we call "GuideRails."

GuideRails allow us to achieve holistic alignment by a) stabilizing **calcaneal eversion** (over-pronation) with a wall on the inner side of the foot, and b) limiting excess **calcaneal shifting** with a wall on the outer side of the foot. These inner and outer walls are made from a substance that reacts to forces of impact. Your foot's force of impact inside of the shoe as it deviates from alignment will cause the GuideRails to activate and guide your foot back to alignment.



GuideRails work hard to reduce excess heel and shin rotation to keep your natural knee motion within a safe range, so you can run without pain or discomfort.

Simply put, GuideRails are like the bumpers in bowling and your foot is like the ball. So, they are there when you need them and out of your way when you don't. GuideRails are a smarter support system that will keep you running healthier and longer.

You can find the GuideRails in three shoes this season, each offering a unique runner experience with the same smarter support. The Adrenaline GTS 19 is available now, and can be wear-tested at the Monday Night Run on December 3rd. The Transcend 6 debuts January 1st, and the Ravena 10 February 1st.



Men's Adrenaline GTS 19

Women's Ravena 10



Women's Adrenaline GTS 19



Women's Transcend 6

### UPCOMING EVENTS:

**Thursday, Nov. 22nd**  
11<sup>TH</sup> ANNUAL SEVEN  
SUMMITS TURKEY TROT  
5K RUN AND WALK  
Wilson Farm Park, Wayne, PA

**Saturday, Nov. 24th**  
CARDINAL FOLEY  
TURKEY TROT AND  
FAMILY FUN WALK  
Havertown, PA

**Saturday, Nov. 24th**  
SMALL BUSINESS  
SATURDAY  
The Running Place

**Monday, Dec. 3rd**  
BROOKS ADRENALINE GTS 19  
WEAR-TEST AT TRP'S MON-  
DAY NIGHT RUN  
The Running Place

**Saturday, Dec. 8th**  
REINDEER ROMP 5K  
AND WALK  
Havertown, PA

**3rd Saturday of January,  
February, and March 2019**  
WINTER PICKLE  
RUN SERIES  
Ridley Creek State Park, Media, PA  
www.runtheday.com

### HOLIDAY HOURS

Sat. 12/22 10 am - 8 pm  
Sun. 12/23 11 am - 6 pm  
Mon. 12/24 9 am - 3 pm  
Tues. 12/25 CLOSED

Sun. 12/30 CLOSED  
Mon. 12/31 10 am - 6 pm  
Tues. 1/1 CLOSED

3551 West Chester Pike • Newtown Square, PA 19073 • 610-353-8826  
Mon, Wed, Fri & Sat (10 a.m. - 6 p.m.) Tue & Thu (10 a.m. - 8 p.m.) Sunday (Closed)

## SMALL BUSINESS SATURDAY

### – Sock Amnesty – NOVEMBER 24TH

A large part of The Running Place's mission is to support the local community – we do that every day on an individual basis by helping you find a shoe that will help keep you healthy, happy, and active. We also support scores of events throughout the year that benefit our community's schools, charities, and first responders, to name a few. And, in return, we are very grateful to have your support and patronage. Thank you!

Start (or finish, if you're the ambitious type) your holiday shopping at The Running Place on Saturday, November 24th, also known as Small Business Saturday. We appreciate your continued support!

As a token of our thanks, visit us on Small Business Saturday and take advantage of our Sock Amnesty offering:

### SOCK AMNESTY

On November 24th, be one of the first 60 people to stop in with a pair of your worst worn hoof hosiery, and swap them for a brand new pair of Feetures! Merino 10 socks. If you like the new socks as much as we do, you can stock up by taking advantage of the BUY 3/GET 1 FREE promotion.



## HOLIDAY

# Gift Guide

Every year at the holidays, we like to highlight items that are new, innovative, particularly comfy, or simply trusty standbys for the people in your life. Here are a few of our favorite things to put on your holiday shopping list for your favorite people.



### GARMIN GPS WATCHES WITH MUSIC

Garmin now offers GPS watches to which you can download up to 500 songs! Connect with Bluetooth® headphones (not included) and enjoy phone-free listening. Music features are included along with the Garmin watch features you've come to rely on: pace, distance, activity tracking, and hundreds of downloadable apps, to name just a few.

### VOORAY GYM BAG

The Vooray Burner Gym Duffel comes in a variety of patterns and colors and offers practicality, too: a separate, ventilated shoe compartment; a mesh water bottle pocket; a padded phone pocket; strong handles and shoulder strap; and a waterproof, durable base. Let your favorite runner carry all their essentials in style.



### YAKTRAX

This is our annual recommendation for the winter. We advocate YakTrax for anyone who ventures outside in the cold and wants to be sure-footed on snow and ice. The rubber outer band makes for an 'easy-on' over sneakers, shoes, or boots. The steel coils underfoot bite into snow and ice to provide stability as if you are on a dry surface.

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## NEW PATHS TO TREAD

*by Carly Daniels*

### SCHUYLKILL RIVER TRAIL CONNECTOR TO THE SCHUYLKILL CENTER FOR ENVIRONMENTAL EDUCATION

*SCEE is approximately 17 miles from TRP (8480 Hagys Mill Road, Philadelphia, PA 19128).*

For anyone who enjoys spending time on the Schuylkill River Trail, an enjoyable adventure off the beaten path is to take the connector trail from the SRT to the Schuylkill Center for Environmental Education. Founded in 1965, the Schuylkill Center is one of the first urban environmental education centers in the country, with 340 acres of fields, forests, ponds, and streams in northwest Philadelphia. The Schuylkill Center uses their forests and fields as a living laboratory to foster apprecia-

tion, deepen understanding, and encourage stewardship of the environment.

One Sunday morning, I made my way down the SRT to the Schuylkill Center for my long run. The connector trail from the SRT to the Schuylkill Center is located approximately 2.5 miles from Green Lane and Main Street in Manayunk. A large sign on the SRT and a beautiful set of stone steps leading up the hill makes the connector trail impossible to miss. Bikes are not allowed on the Schuylkill Cen-

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👉 Student athletes, be sure to ask about team discounts! 👈

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## THE NORTH FACE HOODED SWEATSHIRT WITH TRP LOGO

These sweatshirts feature all the coziness and tech you want from The North Face: soft, fleecy feel made with wicking fibers, hood, full-zip, kangaroo pockets, and thumb holes. We've taken this sweatshirt and given it some pizzazz by embroidering TRP's logo in what may be the most popular color scheme that we've created yet!



## AFTERSHOKZ HEADPHONES

AfterShokz makes lightweight and comfortable wireless stereo headphones that are a safe alternative to traditional sport headphones and earbuds. Bone conduction technology, an open ear design, and a suite of convenient features deliver premium music play and crystal-clear calling without compromise. They are designed with the active person in mind because they are sweatproof, secure, and allow you to hear your surroundings.

## SAXX UNDERWEAR

SAXX makes technical athletic underwear for men. What makes SAXX special is the BallPark Pouch™, which features a 3D hammock-shaped pouch designed to keep 'everything' in place. Thanks to mesh panels and Flat Out Seams™, the BallPark Pouch™ prevents skin-against-skin friction and ensures chafe-free support. SAXX provides the ultimate in comfort and support, while allowing freedom of movement during whatever your workout entails.



ter trails, but a bike rack is located on the left side of the connector trail entrance for your convenience.

The connector trail climbs steeply from the SRT to the Schuylkill Center, so be ready for a workout as you run or hike up this hill. As you get closer to the Schuylkill Center itself, you will see signage for other trails on the Schuylkill Center's property; these trails meander through woods, past ponds and streams,



and by art installations that integrate natural beauty with human creativity. At times, the woods are so quiet and serene that you forget that you're still in the city of Philadelphia. I managed to run about 4.5 miles on trails of varying difficulty.

If running or cycling to SEEC is more mileage than you're interested in accumulating, there is free parking from 9 a.m. to 5p.m. The Schuylkill Center's trails are open to the public for walking and running 7 days a week from sunrise to sunset. I experienced beautiful solitude while running there, but they also have group hikes, nature walks, and many other events year-round. Go to <http://www.schuylkillcenter.org/> to plan your next outdoor exploration!

## REINDEER ROMP & PUB CRAWL

Saturday,  
December 8th



**NEW DAY!**  
**NEW COURSE!**  
**NEW PARTY!**

On Saturday, December 8th, hundreds of runners, walkers, and strollers will once again be romping through the streets of Havertown in memory of Brandon Lake, a local boy who lost his battle with cancer.

All race runners and walkers are invited to join in the Pizza & Pub Crawl festivities following the 5k. Hang onto your race bib and head over to one of the many Havertown eateries and pubs for a free slice of pizza and pint of beer (soft beverage for minors). Make sure you present your race bib to receive the delicious food and drink.



## SOCK SALE-ABRICATION

**Buy 3 get 1 FREE!**

**Features!**

November 23rd –  
December 31st



November 12th –  
January 5th

*In addition to this quarterly newsletter, we also send out a monthly e-mail and frequently post updates to our Facebook page and Instagram. Stay on top of all that's happening at The Running Place. Like us on Facebook and follow us on Instagram. Sign up to receive our monthly e-mail: [www.the-running-place.com](http://www.the-running-place.com).*

## LOVE RUN HALF MARATHON

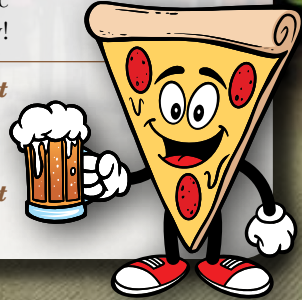
The Running Place will again have a team at the Love Run on Sunday, March 31st. Join us for 13.1 miles of gallivanting fun through Philly and Fairmount Park. Meet us at our tent in the Team Area, leave your gear during the race, and have access to the exclusive 'Team' porta-potties. Once you finish, enjoy refreshments and libations with the team as you begin your post-race relaxation and recovery at The Running Place tent.



## MONDAY NIGHT RUN - 6:45 P.M. Join the fun at our weekly group run!

Every Monday night, rain or shine, as many as 30-40 runners gather at The Running Place for a group run. Choose from a 3-mile or 5-mile loop that meanders through the neighborhood behind our store. Runners of all ages and paces are welcome. We leave promptly at 6:45 p.m., so come early!

*As an added bonus, on the first Monday of each month, we treat the group to pizza and beverages at a local restaurant immediately after the run.*



### THE RUNNING PLACE

**3551** West Chester Pike  
Newtown Square, PA 19073



**REMEMBER,**  
we're in our new location!

## WINTER Savings!

**\$10 off**  
Any Purchase\*

\* Present this coupon with your purchase of \$30.00 or higher. Cannot be combined with other coupons or special offers. May be used on sale items. Prior sales excluded.

*Expires 12/31/18*



Excluding Brooks Products

610-353-8826 • [www.TheRunningPlace.com](http://www.TheRunningPlace.com) • 3551 West Chester Pike • Newtown Square, PA