



THE RUNNING PLACE

Newtown Square, PA



bigger space, BIGGER SELECTION

Since moving to our new, bigger space six months ago (YES, SIX months!), we frequently have been asked, "Are you carrying more merchandise?" Now that we are settled in and have entered a new season, new merchandise has started to arrive. Early in 2015, you will find three brand new shoes at The Running Place.

In January and February, we will introduce a light trail shoe, the **Saucony Peregrine 5**; a light-weight trainer, the **Saucony Breakthru**; and a high-cushioned, low-offset trainer, the **ASICS 33-M**. Each of these will offer new features different from our previous shoe inventory.

The **Saucony Peregrine** is in its 5th iteration but is new at The Running Place. The Peregrine is very light for an effective trail shoe and is built with a 4 mm heel-to-toe offset. It offers excellent traction, features a rock plate to protect the forefoot and midfoot from rocks and roots, and weighs less than 10 ounces for men and less than 9 ounces for women.

Saucony introduces the **Breakthru** as their lightest "everyday trainer" with an 8 mm offset. With heel-to-toe POWERGRID for shock absorption, the Breakthru provides a versatile blend of cushioning and responsiveness. The Breakthru will be a great "light" shoe for everyday running and a nice option as a light race day shoe for long distances. The women's shoe weighs 7.3 ounces; the men's shoe weighs 8.6 ounces.

Trends come and go in running shoes. Over the last five years many people tried some form of barefoot or 'minimal shoe' running; some had

success, but many did not. Aches and pains or a simple desire for more comfort brought a lot of the experimenters back to cushioned shoes. While the minimalist trend will leave influences such as lower offsets and lighter weights on the running category, a new trend is fomenting in running shoes: maximum cushioning.

The **ASICS 33-M** is a shoe with a maximum cushioned ride built on a 4 mm offset. The lower offset helps those who want to land with a midfoot or forefoot strike to do so, but the plush midsole foam provides tremendous shock absorption for that initial impact. The 33-M will debut in February 2015.

Two shoes that have been around for years in different versions will get a 'max cushioned' update for 2015. Saucony's **Triumph** and **Hurricane** have a very loyal following. The Triumph is built for those with neutral to under-pronating biomechanics, and the Hurricane is built to provide support for over-pronation. While both are already considered super plush, the 2015 models are upping the ante on 'maximum cushioning!' While maintaining their 8 mm offset, Saucony is adding 3 mm of POWERGRID foam to the base, which will add about 20% more cushioning. The Triumph is in stock now and the Hurricane arrives in January.

With the move to our new, bigger space, we have the opportunity to try new things. Over the next year, look for our newsletters, e-mails, and Facebook posts to see what is new at The Running Place. A lot will be happening. You won't want to miss out!

UPCOMING EVENTS:

Thursday, Nov 27th
Seven Summits 5k Turkey Trot
Wilson Farm Park, Chesterbrook, PA

Saturday, Nov 29th
Cardinal Foley Turkey Trot 5k
Havertown, PA

Saturday, Nov 29th
Small Business Saturday*

Monday, Dec 1st
Monday Night Run
Thorlo Sock Amnesty,
Pizza Night
The Running Place

Saturday, Dec 6th
Chilly Trail Run 5k
Haverford Reserve, Haverford, PA

Sunday, Dec 14th
Reindeer Romp 5k
Havertown, PA

Sunday, Dec 21st
Super Sunday
New Balance 860 v5 Test Ride
The Running Place

Special Holiday Hours

Fri. 12/19 10 am - 8 pm

Sat. 12/20 10 am - 8 pm

Sun. 12/21 11 am - 4 pm

Mon. 12/22 10 am - 8 pm

Tues. 12/23 10 am - 8 pm

Wed. 12/24 9 am - 3 pm

Thurs. 12/25 CLOSED

Thurs. 1/1 CLOSED

All other days we will be open regular store hours.

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)

• **DECEMBER 1** •

Monday Night Run!

Thorlo Sock Amnesty Night!

Pizza Night!

6:45 p.m.

3-5 mile run from

THE RUNNING PLACE

Bring an old used pair of socks to turn in and receive a free pair of Thorlo Experia running socks. Experia socks have padding where you need it under your heel and forefoot, but they are thin, light, and breathable everywhere else.

This is the first Monday of the month; that means **Pizza Night**. After the sock exchange and run, stick around for pizza and beverages – on us!

• **DECEMBER 21** •

Super Sunday and Prediction Run

Store Open 11 a.m. - 4 p.m.

Prediction Run sponsored by New Balance 10 a.m.

Predict your time for the 3 mile run. New Balance gear, including a pair of shoes, will be awarded to the most accurate predictions. No watches allowed!

Refreshments will be available after the run.

We will also have the New Balance 860 v5 running shoe available for you to test ride. This model is available only in specialty running stores. Come early to try them on.

10% OFF New Balance Shoes and Apparel

Stop in, have a fun run, and finish your holiday shopping! It will be a Super Sunday indeed!

HOLIDAY GIFT GUIDE

PLANTAR + CALF SLEEVE

Bothered by plantar fasciitis? Get some relief with Features! Plantar + Calf Sleeve. The sleeve is designed to reduce heel and arch pain by lifting, stretching, and stabilizing the plantar fascia while also improving circulation throughout the leg for faster recovery and reduced fatigue.



INJINJI® SOCKS

Injinji® is a company that started making performance toe socks in 1999. A toe sock has five individual sleeves, one for each toe. They are anatomically designed to the foot, allowing the toes to move independently, naturally, and friction-free. Like all socks at The Running Place, these too are made of technical fibers, meaning they are breathable and moisture wicking. Know someone who's had blister issues, especially on the toes and between them? Are you looking for a new, different, fun sock? Come take a look at Injinji® toe socks!



MARATHON AND HALF MARATHON PACEBANDS

Pacebands are silicone bands that runners of all levels can wear on their wrists to make sure they stay on pace during their race. The bands include a target finish time for the total distance and individual splits for each mile marker along the way.



AMPHIPOD® VIZLET™ LED REFLECTORS

The Vizlet™ has high-brilliance reflectivity, a flashing red LED, and easily attaches to pockets, cuffs, collars, caps, straps, and more. The light turns on with a simple touch and comes with a very easy to replace watch battery. Increase your visibility with these fun reflectors.



FITNESS BANDS

Fitness bands track your daily activity (steps, distance, calories), help motivate you, and let you know how restful your sleep is. We have two fitness bands: Garmin™ Vivofit® and Timex® IRONMAN® Move 20x.

Each of these wrist-worn bands is smart-phone compatible with Bluetooth® 4.0. The Vivofit® has an optional heart rate monitor, while the Move 20x can get texts and alert you to phone calls. For more details, come in for a chat.



Student-athletes, ask about team discounts!

find us on **facebook**

In our December newsletter, we traditionally highlight items that may make good holiday gifts or stocking stuffers. We look for things that are fun, useful, fashionable, interesting, innovative, or different. In this issue, you will find: race pace bands, five-fingered (toed) socks, plantar fasciitis relief, reflection and illumination, and fitness trackers. If you are looking for something more, stop by the store or give us a call. We will help you find just what you need.

YAKTRAX

If this winter even slightly resembles last year's winter, you'll want some traction on the ice and snow. Whether you are running outdoors, shoveling snow, or walking across the grocery store parking lot, Yaktrax will fit over your shoe or boot and will bite into the snow so you can move with traction and confidence in the wintry weather.



KNUCKLE LIGHTS™

Knuckle Lights™ are worn on your hands in the perfect position for you to both light your path and be seen. They come in pairs and each has three settings: high (45 lumens), low, and blinking. They are a comfortable, bright alternative to flashlights and headlamps.



Keep your loved ones warm when they venture outside for their winter runs and walks. Below are some great looking apparel pieces that will block out the wind and cold, providing fashion and function in one!

NB HEAT ½ ZIP

NB Heat is a technology that New Balance uses in their winter running gear. The technology generates heat as it wicks moisture, so it has an incredible warmth-to-weight ratio. This winter top has thumbholes to keep the sleeves down over your gloves, a ½ zip for temperature regulation, and reflectivity to keep you safe. We have this top in two colors for both women and men. New Balance uses NB Heat in their Windblock jackets and pants as well. These are essential pieces to keep you warm in the bitter cold.



BROOKS ESSENTIAL LS ½ ZIP

Silky smooth against the skin, the Brooks Essential fabric is a great stand-alone lightweight top or a fantastic base layer on frigid days. Soft, four-way stretch fabric makes it a perfect fit. Thumbholes keep the sleeves over your gloves, and a pocket in the back lets you store your key or gels. Men's and women's shirts are both available. Women's is also available in a high visibility hoodie.



THE NORTH FACE - ANIMAGI JACKET

Lightweight, toasty warm, very cute: the women's Animagi Jacket has an insulated, windproof core and breathable stretch sleeves to provide warmth and ventilation exactly where you need it on winter runs.



LOVE RUN

• HALF MARATHON •

Join The Running Place Team

Planning to register for the March 29th Philadelphia Love Run Half Marathon? Join our team. When you register, look for the team drop down window, and select 'The Running Place.' Already registered? Send us an email and we will get you on our team.

You will receive a Running Place team shirt. Plus, we will have our own tent and personal team port-a-potty. You want in now, don't you?!



You can never have too many socks. Stuff your drawer or that special someone's stocking. Take advantage of these great deals:

THORLO - Buy 3 Get 1 Free

Features - Buy 3 Get 1 Free

WrightSock - Buy 3 Get 1 Free

*Sock specials run through
December 31st*

TRIED AND TRUE STOCKING STUFFERS

Coffee Mugs • Reflective Gear

Ornaments • RunGuard

Headbands • Key Fobs

Hairbands • L.E.D.s

Gloves • Socks

Hats

*In addition
to this quarterly
newsletter, we send out a
monthly e-mail and frequently post
updates to our Facebook page. Stay on top of all
that's happening at The Running Place. Like us on Facebook.
Sign up to receive our monthly e-mail: www.therunningplace.com.*



SMALL BUSINESS SATURDAY NOV 29

The Running Place is proud to be a part of **Small Business Saturday**[®], a day dedicated to helping small businesses and their communities. We encourage you to Shop Small[®] with us on Saturday, November 29th. Receive your choice of a holiday ornament

or a running keychain free with any purchase if you mention Small Business Saturday[®]. Also, register any eligible card with American Express to get a \$10 statement credit when you spend \$10 or more on 11/29/14 in a single, in-store transaction at The Running Place.

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Lehigh Valley, PA



WINTER Savings!

\$10 off

Any Purchase*

* Present this coupon with your purchase of \$25.00 or higher. Cannot be combined with other coupons or special offers. May be used on sale items. Prior sales excluded.

Expires 12/31/14



Excluding Brooks Products

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