



Summer 2015

# THE RUNNING PLACE

Newtown Square, PA

## PLANTAR FASCIITIS, OH NO!

by Bobbi Kisebach, LMT

**Summertime: days spent frolicking bare-foot on the beach, nice long training runs, evening walks in the extended daylight, flip-flops... and plantar fasciitis, OH NO!**

*What is it? How can you avoid it?  
How do you get rid of it?*

Plantar fasciitis (PLAN-ter fash-ee-EYE-tus), according to WebMD, is the most common cause of heel pain. The bottom surface of the foot (plantar) consists of connective tissue (fascia) that can become inflamed (-itis) by stressors. The most telling symptom is stabbing pain in the bottom of the heel (possibly radiating into the arch) at that first step in the morning or after a period of inactivity. Plantar fasciitis is most likely caused by straining the ligament (the plantar fascia) under the foot that supports the arch. The causes are often over-pronation or a high inflexible arch, tight calves, sudden weight gain (including carrying weights and pregnancy), increasing mileage or time on your feet (especially on hard surfaces and in un-supportive shoes), worn out shoes, and extended time in flip-flops.

Therefore, to avoid plantar fasciitis this summer, if you over-pronate be very wary of time spent in flip-flops and walking on the uneven sand and trails without supportive shoes. Be careful increasing your mileage, especially if you feel any pangs underfoot. Replace your running shoes before they become too worn.

The Mayo Clinic suggests conservative treatment with NSAIDs (Aleve, Motrin, Advil), stretching and strengthening exercises including physical therapy, and devices such as night splints and orthotics.



Here at The Running Place, we recommend rolling your foot on the Foot Wheel or perhaps a hard ball to stretch the plantar fascia before that first time you stand in the morning; also use it anytime later in the day followed by ice to reduce inflammation. It is not recommended to ice if you'll be on your feet soon after as the icing makes the soft tissue temporarily less pliable.

The Stick is an effective aid to work out the calf, which attaches to the heel as does the plantar fascia. When the calf is relaxed, it pulls less on the heel which then relieves the plantar fascia. We have non-custom orthotics that may help resolve your plantar fasciitis, or at least provide relief; we also have night splints and Features socks made specifically for plantar fasciitis to give support to the arch. Soft gel heel cups can be a lifesaver by ameliorating the pain when you have to stand for longer periods of time.

*Continued on Page 2*

### UPCOMING EVENTS:

**Monday, June 1st**  
*Monday Night Run  
and Pizza Night*  
**The Running Place**

**Saturday, June 6th**  
*Sidewalk Sale &  
Ask the Doc!*  
**The Running Place**

**Sunday, June 7th**  
*'3' Mile Prediction Run,  
Saucony Sunday,  
& Sidewalk Sale*  
**The Running Place**

**Friday, June 19th**  
*Media 5 Mile Run*  
**Media, PA**

**Saturday, July 4th**  
*Broomall Rotary's  
6th Annual Firecracker 5k*  
**Broomall Fire Station**



**THORLO SOCKS**  
Buy 1,  
Get 1 Half Price!

**FEATURES**  
Buy 3,  
Get 1 FREE!

Sale ends 6/13/15

Another treatment that has been helpful to my massage clients and customers here at The Running Place is kinesio tape. KT Tape has a very helpful website with a film on how to apply tape. <http://www.kttape.com/instructions/plantar-fasciitis/#pnlReadMoreAfter>. Kinesio tape helps resolve inflammation and in this case also offers support to the arch.

If conservative treatments don't work, the Mayo Clinic suggests your doctor may try a steroid injection, extracorporeal shock wave therapy, or surgery. Don't let it get that bad!

Enjoy the summer, be careful to not overdo it, protect the bottoms of your feet, and know that we at the Running Place have tools to help. Happy beach frolicking and pain-free running!

*Bobbi Kisebach is a licensed massage therapist, practicing corrective massage since 1998. She also works at The Running Place and is excited to help customers find the best shoes for their feet and give educated responses to any concerns they may have.*



The Stick



Foot Wheel



Kiniseo Tape

# Take a PLUSH Ride

In our spring newsletter, we wrote about the waning popularity of the minimal shoe trend and the rejuvenated interest in footwear with cushioning and shock absorption. Not only is there a renewed desire for cushion, but for maximum cushioning. Some have called this the 'maximalist movement.'

Leading the effort to fill this need among the major running brands is Saucony.

Saucony has had very well-cushioned shoes through the various running trends that have come and gone. Over the last 15 years, the Triumph and Hurricane have been two of their most cushioned shoes. The 2015 season has seen the release of the Saucony ISOFIT Series, which includes some serious 'pumping up' of these two shoe models. Among the changes to these iconic shoes are PWRGRID+ (PowerGrid plus) and ISOFIT:

- **PWRGRD+** includes an additional three millimeters of foam underfoot, has 20% more cushioning and is 15% more resilient than standard POWERGRID, and provides a plush feel, responsive ride, and superior impact protection.

- **ISOFIT** wraps the shoe securely around your foot using a soft inner sleeve and supporting cage that allows the upper to conform to the shape of your foot and move dynamically with the motion of your foot.

The result of these improvements is a series of shoes that provides a super plush ride with a custom-feeling fit in a package that is unbelievably light!

The Triumph ISO is a neutral shoe designed for a rigid foot while the Hurricane ISO has more structure and falls into the support category, giving stability to those who have a more flexible arch. Both of these models are currently in stock at The Running Place. August will bring the release of another ISOFIT shoe, the Redeemer. The Redeemer will give all the above benefits to those who are severe over-pronators and require motion control shoes.

The Running Place will be hosting a Saucony ISOFIT wear test on Sunday, June 7th for our 3-mile prediction run. Join us for the run, test out some new Saucony running shoes, win prizes, and shop our Sidewalk Sale. See you there!

# saucony



Women's Hurricane ISO



Men's Triumph ISO



# NEW PATHS TO TREAD

## SMEDLEY PARK AND CRUM WOODS TRAILS

### SMEDLEY PARK

(20 Paper Mill Rd, Springfield, PA, 7.3 miles from The Running Place)

Accessible by trolley and just off the Blue Route, Smedley Park is conveniently located on 120 acres of land between Media and Springfield. The grounds feature shaded picnic groves, play areas for children, playing fields for various sports, and hiking paths. The two main trails are the Smedley Yellow Trail (marked with yellow blazes) and the Trolley Station Trail (marked with red blazes), but there are also many unmarked trails that branch off from the main trails but join back up with them fairly quickly. Following these varied and hilly trails, you can traverse approximately 3 miles in Smedley Park.

### CRUM WOODS TRAILS

Continuing your journey south from Smedley Park, you can follow a trail under Baltimore Pike and access the Crum Woods Trails. The Crum Woods is one of the last remaining forested areas in Delaware County and covers more than 200 acres of land, much of which is adjacent to Swarthmore College. The trails total roughly 3.5 miles in distance. The Valley Walk Trail and the Leiper-Smedley Trail



are two of the longer trails, with other smaller trails meandering on and around Swarthmore College's campus. The trails are well marked and scenic year round.

It is possible to create a route that utilizes the trails in both parks and totals approximately 7 miles. This summer, take advantage of the shade of the trails on your walks and runs and explore Smedley Park and Crum Woods!



For more information and trail maps:  
<http://www.co.delaware.pa.us/depts/smedley.html>  
<http://www.scottarboretum.org/publications/Brochures/CrumWoodsBrochureFinal.pdf>  
<http://www.swarthmore.edu/crum-woods-stewardship-committee>



SELECT RUNNING SHOES  
20% - 60% OFF!

**BLOWOUT SALE**  
ON SELECT APPAREL & ACCESSORIES!

*Shop early for best selection!*

**SATURDAY, JUNE 6TH**

**Ask the Physical Therapist:**

10:00 a.m. – 1:00 p.m.

Coming off a spring race dealing with an injury? Getting ready to ramp up for the summer season or a fall marathon and fighting recurring aches or pains? Schedule a free 15-minute P.T. screening with Chuck Garfinkle, PT, MSPT, of **Optimum Physical Therapy**. Chuck is also an Orthopedic Certified Specialist, a Certified Massage Therapist and has additional specialization in Active Release Techniques (ART). Call or e-mail The Running Place to schedule your appointment.

**Sidewalk Sale:** 10:00 a.m. - 5:00 p.m.

**SUNDAY, JUNE 7TH**

**Three-Mile Prediction Run**

10:00 a.m.

*Walkers welcome!*

**Sidewalk Sale:** 11:00 a.m. - 4:00 p.m.

**Saucony ISOFIT  
Running Shoe Wear Testing**

Saucony representatives will be on hand all day to answer all your questions.

*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.therunningplace.com](http://www.therunningplace.com).*



## Best Age Group Awards Around!

Be one of the 500 patriotic runners celebrating America's independence at the Broomall Rotary's 6th Annual Firecracker 5k starting at 9:25 a.m.! The race course runs out and back on West Chester Pike from the Broomall fire station, and leads the annual Marple-Newtown 4th of July parade.

Prizes and awards in abundance: age group awards include Tifosi sport sunglasses and Saucony gear. All runners will be eligible for free raffles and the chance to win Saucony shoes, gift cards, and more! You can't win if you don't run! Register online at [www.firecracker5krun.com](http://www.firecracker5krun.com) or in person at The Running Place.

find us on facebook



**SAVE THE DATE!**  
August 23, 2015

**RADNOR RED RUN 5k**  
**Steeplechase**



**Horse Jumps, Water Pits,  
Cross Country Trails & Fun!**

Course is USA T&F Sanctioned and part of  
Mid-Atlantic Association's Off Road Running Series.

**For more information:**

[www.radnorredsteeplechase.org](http://www.radnorredsteeplechase.org)  
[www.fasttracksrunning.org](http://www.fasttracksrunning.org)

**MONDAY NIGHT RUNS**  
from The Running Place

*Are you looking for running partners?*

Join us on Monday nights for our weekly group run. All levels are welcome, whether you are following a walk/run program or winning races and age group awards. We leave from the store promptly at 6:45 p.m.

*If you need even MORE motivation,  
on the first Monday of each month,  
we will treat all Monday night runners  
to PIZZA immediately following the run.*

**THE RUNNING PLACE**  
3551 West Chester Pike  
Newtown Square, PA 19073

**WE'VE  
MOVED!**



**SUMMER SAVINGS!**

**\$10 Off \$25 Purchase\***

Excluding Brooks Products

\* 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 6/30/15*

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

**15% Off\*** Expires 7/31/15  
**saucony**

**PLUS a FREE gift  
with purchase  
Tech Tee or Running Hat**  
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