



Winter 2015

THE RUNNING PLACE

Newtown Square, PA



'Twas the night before Thanksgiving



By Carly Daniels

'Twas the night before Thanksgiving and all thru the store,
The employees were wondering, "Can we stock anymore?"

The shoes were all stacked on the shelves with great care,
All ready as gifts for runners to wear.

The reflective gear was nestled amongst hats and gloves,
Gifts that any warm-hearted runner surely would love.

And with Bill hanging jackets and Ken hanging tights,
It seemed like the work would go all through the night.

When the store's front door flew open with a clatter,
The guys both sprang forth to see what was the matter.

In hurried a runner in great consternation;
She said, "I'm here because I need motivation!"

The days are now shorter, the weather is chilly,
And going outside for a run just seems silly.

But I want to keep going all through cold and snow.
What do I need for some 'get-up-and-go'?"

Ken and Bill showed her all kinds of gear
That would keep her running through winter with cheer.

Warm winter thermals, YakTrax for ice,
Knuckle lights so she wouldn't have to look twice.

Hats, gloves, and face shields to protect her from chills,
The right pair of shoes to get her up hills.

But the runner still looked for that one thing that could
Motivate her to train when the weather's not good.

Suddenly, smiles lit up Bill's and Ken's faces.
They said, "You should sign up for some winter races!"

A race on your calendar will keep you on track,
So you'll go out for runs and never look back.

You'll stay in good shape all through the cold weather
And if you bring friends, you can all run together!"

The runner looked joyous. She said, "Ken and Bill!
You've got it. I'll do winter races. I will!"

Then she got lots of info about local races,
Incentive for training at all different paces.

And they heard her exclaim as she ran out of sight,
"Happy winter running to all, and to all, a good night!"

UPCOMING EVENTS:

Thursday, Nov. 26th
SEVEN SUMMITS
5K TURKEY TROT

Wilson Farm Park, Chesterbrook, PA

Saturday, Nov. 28th
CARDINAL FOLEY
TURKEY TROT 5K

Havertown, Pa

Saturday, Nov. 28th
SMALL BUSINESS
SATURDAY

The Running Place

Saturday, Dec. 12th
- MEET THE DOC -
LEE COHEN

The Running Place

Sunday, Dec. 13th
18TH ANNUAL
REINDEER ROMP 5K

Havertown, PA

www.reindeerromp.org

Sunday, Dec. 20th
SUPER SUNDAY AT
THE RUNNING PLACE

Fun Run 10am, Store Open 11am-4pm

3rd Saturday of January,
February, and March 2016
WINTER PICKLE
RUN SERIES

Ridley Creek State Park, Media, PA

www.runtheday.com

SPECIAL HOLIDAY HOURS

Sun. 12/20 11 am - 4 pm

Mon. 12/21 10 am - 8 pm

Tues. 12/22 10 am - 8 pm

Wed. 12/23 10 am - 8 pm

Thurs. 12/24 9 am - 3 pm

Fri. 12/25 CLOSED

Thurs. 12/31 10 am - 5 pm

Fri. 1/1 CLOSED

SMALL BUSINESS SATURDAY NOV 28

While Black Friday kicks off the official holiday shopping season with the big chain stores disseminating a maelstrom of advertising and special deals that often leave the little guy

GIFT GUIDE

Shop
Local

REFLEKT™ POLARIZED SUNGLASSES is based in *Huntingdon Valley, PA (near Willow Grove)*. Reflekt™ is committed to building the best polarized sunglass at the best price, and has the only Lifetime + Loss warranty in the industry. If Reflekt™ sunglasses ever fail for any reason during standard use or you ever lose your Reflekt™ sunglasses, they will repair or replace them. Come in and check out their Float Series – they're unsinkable! Use 'em, abuse 'em, lose 'em. Reflekt™ has you covered!

Reflekt – Kraken Unsinkable Sunglasses



In the spirit of 'Shop Local,' our holiday gift guide highlights a few of our vendors whose businesses were founded, and are still located, right here in the Delaware Valley. You can find a variety of their products at The Running Place.

NATHAN SPORTS is located in *Sharon Hill, PA (Delaware County)*, and is an innovator and leader in hydration and reflective gear for runners, walkers, and anyone else who wants to be seen in the dark and stay hydrated on the go. Nathan is on the '2015 Healthiest Employers in Philadelphia' list.

Nathan Nebula Fire Runner's Headlamp



Nathan Nebula Fire Runner's Headlamp has a maximum output of 192 Lumens, which makes the darkest night seem like daylight. The Nebula actively monitors ambient light such as car headlights, and triggers the Auto-Strobe safety feature to alert cars of your presence. This lamp is re-chargeable in a USB port and also has touch-free RunWave technology which allows you to simply wave your hand in front of the lamp to change modes between low, medium, high, sprint, and strobe. Wear it on your head, clip it at your waist, or attach it to your bike's handlebars.

Nathan LightSpur is an LED that clips to the heel of your shoe and has two modes: steady and strobe light. It quickly and securely attaches to the heel of your shoe and is so light you won't feel a thing.

Nathan LightSpur



AURIA is headquartered in *Malvern, PA (Main Line)* and makes some great smart phone carriers that are light, streamlined, and more functional than others in the marketplace. In 2014, Auria introduced the market's first All-Weather Armband. This product has a unique method to stop moisture from reaching sensitive Smartphone electronics. The design team focused on maintaining the sleek, lightweight design from the original armbands.

Student-athletes, ask about team discounts!

find us on [facebook](#)

awaiting the trickle down, Small Business Saturday celebrates your local shop, the little guy who is committed to your neighborhood and your needs. **THANK YOU** for supporting your little guy this holiday season, throughout the year, and over the years!

18TH ANNUAL REINDEER ROMP



*December 13th @ 3pm
Havertown, PA*

The Reindeer Romp 5K Fun Run/Walk Race is held every December in Havertown in memory of Brandon Lake, a Havertown boy who lost his fight against cancer. Over the years, the Reindeer Romp has raised over \$300,000 for the American Cancer Society. One hundred percent of all sales proceeds go to the American Cancer Society.

Nolan Painting, Inc. has been the presenting sponsor of the Reindeer Romp since 2000. This year, The Running Place proudly becomes a sponsor.

Come out with us for a fun run through the neighborhoods near Oakmont Elementary School. Join all the reindeer back at Nolan Painting's office for the awards and a special after party where free beer, soft drinks, and food will be provided. Bring your camera for pictures with Santa!

GIFT GUIDE

Something Different

SAXX makes innovative, comfortable underwear for men. An Articulated Front Pouch and Patented Internal Mesh Panels combine to give you the room you need, while preventing unwanted friction. Each pair also features a Moisture Wicking Waistband that keeps you dry when the temperature rises. They use a wide range of cutting edge, technical fabrics, each with a specific feature to enhance your wearing experience.

SAXX - Comfortable Underwear for Men



GIFT GUIDE

Oldies but Goodies

See Where You're Going!

Illuminate the darkness with Knuckle Lights or a headlamp.

Knuckle Lights



Get that Texting Driver's Attention!

Clip on blinking LEDs, or wear reflective armbands, wristbands, reflective vests.

Don't Slip on the Ice!
Strap a pair of YakTrax to your sneakers and walk or run with confidence on ice and snow!

YakTrax



HOLIDAY SOCK SPECIAL

BUY 3 GET 1 FREE

WRIGHTSOCK
11/27 - 12/31

Feetures!
11/9 - 1/2



11/27 - 12/31

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.

MEET THE DOCTOR

Lee Cohen, DPM

Saturday, December 12, 11am-1pm

Are you having foot or ankle pains? Would you like a foot screening with one of the best podiatrists in the area? Contact The Running Place to set up your 15-minute session with Dr. Lee Cohen. Time slots are limited. Sign up soon!

Dr. Cohen is a Board Certified Foot and Ankle Surgeon and a Fellow of the American College of Foot and Ankle Surgeons. He is the podiatric consultant to the Philadelphia Eagles, the Philadelphia 76ers, and to the athletic training staff at numerous local universities, including Villanova University.

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 6:45pm.

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!



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 12/31/15



Excluding Brooks Products

610-353-8826 • www.TheRunningPlace.com • 3551 West Chester Pike • Newtown Square, PA