



Summer 2014

# THE RUNNING PLACE

Newtown Square, PA

The Running Place will have a new location with more space!

**OPENING TUESDAY, MAY 27<sup>TH</sup>**

3551 West Chester Pike - Directly across Route 3 from our original location.

## GRAND OPENING

SATURDAY, JUNE 7<sup>TH</sup> & SUNDAY, JUNE 8<sup>TH</sup>

COME JOIN THE FESTIVITIES  
& SALES ALL WEEKEND!

**SALES!**

Select running shoes 20% to 60% OFF as well as clearance pricing on prior season's apparel!

Merchandise moves fast, so shop early!

Come by, say 'Hi!' and fill out an entry for your chance to win a free pair of shoes!

**RAFFLES!**

### SATURDAY, JUNE 7<sup>TH</sup>

- ★ **Store Open: 10 am to 6 pm**
- ★ **Sidewalk Sale**
- ★ **Ask the Doc: Nick Romansky, DPM 11 am to 1 pm**  
If you're an avid walker or runner experiencing foot pain, stop by to consult with Dr. Nick Romansky, a podiatrist and Board-Certified Diplomate of the American Board of Podiatric Surgery. He is the team podiatrist for the U.S. World Cup and National Men's and Women's Soccer Teams, design consultant to multiple shoe companies, and a medical consultant to many of Philadelphia's professional teams. Please call to set up your COMPLIMENTARY 15-minute appointment time between 11 am and 1 pm. Call 610.353.8826 or email [therunningplace@gmail.com](mailto:therunningplace@gmail.com)

### SUNDAY, JUNE 8<sup>TH</sup> SUPER SUNDAY

- ★ **Fun Run: 10 am • Walkers welcome! 3 or 5 mile options.**  
Post run refreshments will be provided, including libations from the Saucony Creek Brewing Company.
- ★ **Galloway Training Group** Leader, Tom O'Donnell, will be at the fun run and available afterwards for Q&A about the Galloway Run/Walk Training Program, a run/walk program that prepares athletes to complete endurance events and reduce the risk of injury. Talk to Tom about half and full marathon opportunities for the coming fall.
- ★ **Store Open: 11 am to 4 pm**
- ★ **Sidewalk Sale continues**
- ★ **Have questions about Saucony shoes?**  
Stop by and chat with a Saucony representative who will be on hand all day.

### UPCOMING EVENTS:

**Tuesday, May 27<sup>th</sup>**  
**The Running Place OPENS**  
*in new location*

**Sunday, June 1<sup>st</sup>**  
**Muck Fest MS**

**Monday, June 2<sup>nd</sup>**  
**Monday Night Run & Pizza Night**

*\*\*Meet at new store location!\*\**  
*3551 West Chester Pike*

**Saturday, June 7<sup>th</sup>**  
**Grand Opening & Sidewalk Sale**

**Sunday, June 8<sup>th</sup>**  
**Fun Run, Grand Opening & Sidewalk Sale**

**Friday, July 4<sup>th</sup>**  
**Firecracker 5K**



Join The Running Place / Brandywine Conference and Visitor Bureau Team!

3.1 miles of mud, muck, and obstacles will be more fun than you can possibly imagine. Sign up for the 9 a.m. wave on Sunday, June 1st to run with us and get a free team TRP tech shirt. After toiling in the mud, hang out under our tent. Enjoy snacks and refreshments while we watch the rest of the competitors coat themselves in slime. What could be more fun!?!

## A Brief History of

### THE RUNNING PLACE

Thirteen years ago, running friends Pattie Bucaccio and Joan Osborne teamed up to offer nutrition counseling and coaching from an office in a running shop on the Main Line. Observing the specialty running business from the inside and seeing potential for challenges, fun, and fulfillment, Pattie and Joan turned their passion for running and wellness toward another endeavor that would help people pursue and realize fitness goals: they decided to open their own running store.

In March of 2001, the enterprising pair opened The Running Place in Newtown Square. Starting with a business plan centered on listening to and attending to each individual's needs, Pattie and Joan applied their expertise and knowledge to filling those needs and helping the customer achieve her goal.



The Running Place quickly established a superb reputation not only among local runners and walkers, but also among the local medical community. Whether you were running or walking or simply needed comfortable footwear for everyday and work, The Running Place became the place to go to be properly fitted in athletic shoes for your bio-mechanics.

Business quickly grew and with it the need to add staff who were equally committed to The Running Place's mission. And so the team grew. The present staff has over 80 years of experience in the specialty running

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## Super Sunday Fun Run

June 8th, 10 am

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



WHAT *inspires* you?

WHAT *makes you feel* STRONG?

WHO *motivates* you?

WHERE *do you Find Your* STRONG?

📷 TAKE A PHOTO 📷

What is the subject of the photo? Something that inspires or invigorates you, something that gets you going, or keeps you going? Anything that moves you. It can be a photo of yourself or your training buddies; or your favorite running route or race. Use your imagination! Be creative!

📧 SEND YOUR PHOTO TO THE RUNNING PLACE 📧

Submit your photos to us at [therunningplace@gmail.com](mailto:therunningplace@gmail.com) by June 30th. A panel will judge the entries, and the winner will earn a Saucony running outfit: shirt, shorts, and shoes! Look for your submissions on our Facebook page!

🏆 WIN SAUCONY SHOES AND APPAREL! 🏆

## SAUCONY SPRING SHOE UPDATES

### KINVARA 5



- New mesh upper is still lightweight but offers more flexibility and durability than before.
- Increased durability is derived from new enhanced foam in the midsole and additional placements of iBR+™ (blown rubber) in the outsole.
- PRO-LOCK® is a dynamic fit system that moves and flexes with the foot while providing a locked-down midfoot fit.

### RIDE 7



- The plastic midfoot shank has been removed and replaced by lighter, more flexible materials.
- Soft blown rubber has been extended further back into the midfoot for more fluid transition from heel to toe.
- The forefoot features a revised flex groove configuration, including a vertical groove, to improve overall flexibility, while a broader platform creates a propulsion platform for support during toe-off.

### OMNI 13

- Increased medial support provides better stability against over-pronation, while remaining the lightest shoe in its class.
- The upper features seamless, welded overlays which reduce potential for irritation from stitching.

# BILL & KEN'S EXCELLENT ADVENTURE

## POST-RACE RECAP

by Carly (Smith) Daniels

The 2014 Boston Marathon took place on Monday, April 21. It was a sunny day with highs in the 60s. Increased security was evident in the amount of police and checkpoints surrounding the course, but everyone seemed in good spirits and this year's race, thankfully, was unmarred by tragedy.

Bill and Ken both arrived at the starting line on Marathon Monday feeling relaxed and ready. In their own words, here are their experiences of the race.

**BILL:** "The race was incredibly well organized, and it seemed like every race volunteer thanked me for coming and was extremely friendly. Boston Strong signs were everywhere on the course. It was definitely the best spectated race I've ever run; the streets were lined nearly the whole way with groups such as the Wellesley girls with their "kiss me" signs, bikers revving their engines, and even a mini trampoline cheering section.

My minimum goal was to re-qualify for Boston 2015, and if I felt strong, to pick up the pace a bit. I achieved both with a time of 3:07:42. All in all, it was a great race and I hope to go back in 2015."

**KEN:** "It was amazing standing in the corral and looking at everyone about to participate in this special day and race. The first bit of music I heard in the first mile was the Rocky theme, which made me smile. The Wellesley girls were crazy and funny, and if I were younger and single, I might have taken a few up on their offers of free kisses for runners.

The day was going well until the mile 15 water station, when another runner tripped me (completely by accident) and I fell and sprained my ankle. I had to call it a day at that point, and I was (and am) very disappointed, but I feel blessed to have had the opportunity to take part in the race and I'll make sure I re-qualify so I can give it another go."

Congratulations, guys! It's a huge accomplishment to qualify for the Boston Marathon, to spend months training for the race, and to show up ready to race. The TRP community and I are proud of both of you, and we hope you both stay BOSTON STRONG and go back to race again in 2015!

# SOCK SALE

## FEETURES

Buy 3, Get 1 FREE  
through May 31st

## THORLO

Buy 1, Get 1 half price  
through June 14th

## WRIGHTSOCK

Buy 3, Get 1 Free  
through June 30th



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business, and on average each member has been at the store for over seven years. It is made up of runners, triathletes and walkers. It boasts a massage therapist, certified and professional coaches, teachers, Boston Marathon qualifiers, an Ironman™ and an Olympic Trials qualifier. But most importantly, The Running Place staff carries on the philosophy that Pattie and Joan started with.

While that most important mission has not changed, recent years have brought some transition. Joan retired and Bill Frawley became co-owner with Pattie. Bill had worked at the store for five years, so it was a natural transition into ownership. Ken Taylor has been a part of The Running Place family since 2009, and recently joined Bill as co-owner as Pattie has gradually moved back into the wellness industry.

And now, perhaps the biggest change: after thirteen years in its original location, thanks to you, our loyal customers, The Running Place has embarked on an expansion to a new, more spacious site. The new store is right across West Chester Pike from the old one and features twice the space. With more room your experience will be more comfortable, and we will be better able to serve you. We wouldn't expect loyalty without doing everything possible to keep you satisfied. From the start we realized the key to success is to offer expert advice and caring service. Isn't that the reason anyone would go to a specialty store? By now you know that we're passionate about what we do and truly enjoy it.

Opening day is Tuesday, May 27. Come visit us... and make our new running home your new running home!

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

find us on facebook

**FIRECRACKER 5K & PARADE**  
4th of July \* Friday



Join The Running Place and the Rotary Club of Broomall for the 5th Annual Firecracker 5k. The run/walk precedes the Marple-Newtown 4th of July parade and has amazing overall and age group prizes. Register online or in person at The Running Place. For more information visit the race website: [www.firecracker5krun.com](http://www.firecracker5krun.com).

**MONDAY NIGHT RUNS**  
from The Running Place

**\*\* Remember to meet at the NEW store! \*\***

*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

Prst. Std.  
U.S. Postage  
**PAID**  
Permit No 93  
Lehigh Valley, PA

**GRAND OPENING**  
NEW LOCATION! Details Inside!

**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 6/30/14

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

**15% Off\*** Expires 7/31/14  
**saucony®**

**PLUS a FREE gift**  
**with purchase**  
**Tech Tee or Running Hat**  
*(while supplies last)*

\* Cannot be combined with other coupons or special offers. May be used on sale items. Prior sales excluded.

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