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APRIL 15, 2016
VOL. 8 NO. 7

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Running Store Owner's Article Elicits Support

Pat Sweeney, the co-owner of Fleet Feet Sports Sacramento, has won the accolades of running store owners throughout the country for an editorial he wrote for *The Washington Post*. Sweeney's piece, which is replicated below, was a rebuttal to a story that *The Washington Post* ran that urged runners to buy their shoes online to save money.

"The premise of their original story was old news," Sweeney told *Running Insight*. "If you search long and hard enough, you can find anything cheaper online." Sweeney was alerted to the original story by Robin Gault, one of the owners of Fleet Feet Gaithersburg in Maryland. Sweeney spoke to an editor at *The Washington Post*,

who after hearing him out urged him to write "a guest blog." They tried to defend the story by talking about Jeffrey Bezos (the founder of Amazon.com, who recently bought the *Post*) and I told him "Bezos has helped put small retailers out of business and put all sorts of downward pressure on wages, so don't bring him into the conversation."

Sweeney said he was surprised how quickly word spread of his story, which made a strong case for the importance of run specialty. "It really went viral and I heard very positive feedback from other retailers and from vendors," he said. "It made me realize I did the right thing by responding."



Pat & Jan Sweeney
Owners, Fleet Feet Sports,
Sacramento

"What does drive us continues to be that customer who comes through the door in search of answers."

**PAT SWEENEY
FLEET FEET
SACRAMENTO**

Price Isn't Everything When it Comes to Running Shoes

By Pat Sweeney, Fleet Feet Sports Sacramento

I couldn't sleep last night. I found myself thinking about the article I read yesterday with the headline that blared "You'll save A LOT of money buying running shoes online."

That insight – that you can find cheap shoes on the Internet – isn't particularly new. Of course you can, along with old furniture, the complete collection of "Welcome Back Kotter," and the prom dress you wore in 1987. Yet I – the proud co-owner of Fleet Feet Sports in Sacramento, Calif. along with my wife, Jan – reacted to it like it was the first time anyone had said it.

"Online" has become the word that shall not be said when it comes to small and locally-owned businesses. It touts immediate access and convenience. It creates volatility and inconsistency in pricing, and it sure doesn't have to worry about shelf space – it has endless aisles.

In other words, it could be a small business owner's nightmare. But, I have to remind myself, it isn't.

For as loudly as "online" may scream "save money," there are a lot of things it isn't screaming. And it's in those absences that we – the

more than 700 locally owned running stores throughout the country – have our greatest impact.

What drives us isn't offering products at the lowest cost. We have never, and will never, win on price. And we don't want to, thank you very much. That's a race to the bottom that offers no prize.

What does drive us continues to be that customer who comes through the door in search of answers for her aching feet; the customer who comes to us looking for help in setting a new personal record; or the customer who shows up on a cold Tuesday night to his training program, ready to run a mile without stopping for the first time in his life.

It's those moments, when our expertise, our passion, and our conviction that running is the foundation of a healthy and happy lifestyle create an in-person experience that isn't transactional, it's transcendental. It is, and can be, a life-changing experience.

These experiences take place not only in the store, but beyond our doors and in our

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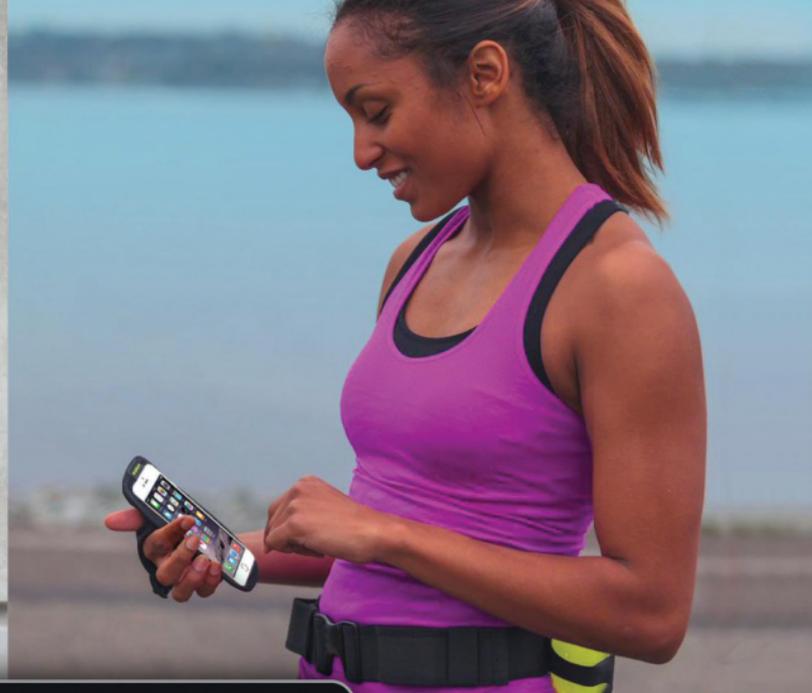
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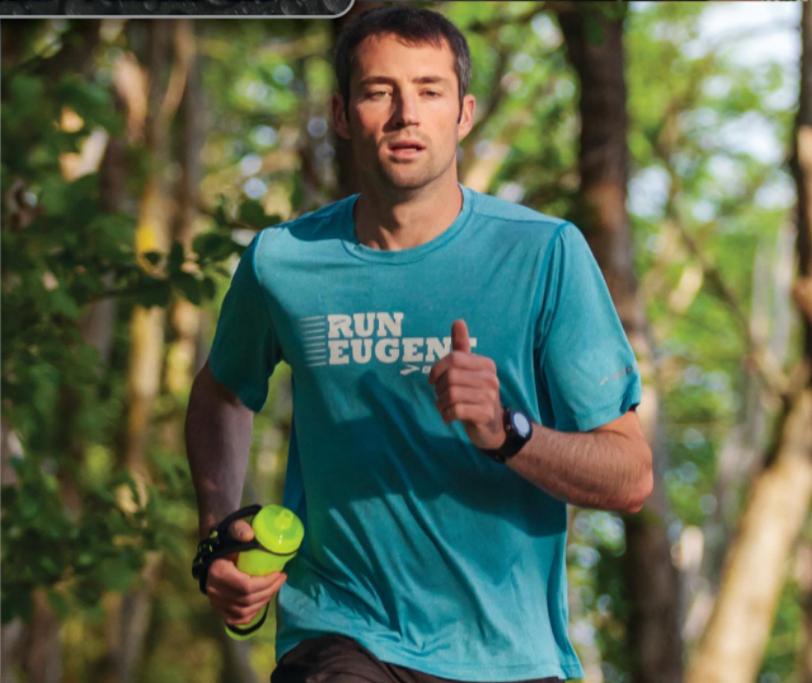
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Store Owner's Article (continued)

communities, because we're also committed to ingraining ourselves in our communities so that we contribute to the success, health and wellness of our neighbors, friends, under-served, businesses and families.

I understand that the customer has changed just as retail has changed. Today's customer is much more informed, engaged, and aware of products before he ever steps foot inside a store. Even Fleet Feet Sports, with 162 locally owned and operated franchises like mine, now has an online store, which admittedly, I didn't embrace right away. But what I realize now is that it doesn't detract from what makes local running stores so special.

It's just one more way to connect with customers, and to do so in a way that doesn't devalue our brand, the products we sell or the sport and activity we love. It allows more people to find us without replacing our most human way of engaging with customers.

In the store, we're a hand to shake. An eye to look into. A

face to a name. In this case, our name happens to be Fleet Feet Sports, but it would mean just as much if it were Naperville Running Company, Pacers Running, Playmakers, Philadelphia Runner, Sole Sports, or several hundred others.

If you look hard enough, you will always find something cheaper. But I'll gladly pay extra for excellent customer service and human interaction. It's what I genuinely believe, and it's a bet I continue to make when it comes to what our customers believe, too.

They come to us for inspiration, information, and yes, insight, that can't be accessed online. As long as we provide that insight and that transcendental experience, we'll outlast any sale every time.

So the next time another article touting the ridiculous prices of running shoes pops up online, I'll try hard to remind myself not to get angry. I can't promise, but I'll try. Because what we do matters.

And with that thought, I will sleep better tonight. ■



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Looking Good in Boston (continued)

Brooks “Nantucket” Adrenaline GTS 16

Inspired by summers spent on the Cape, the Boston-themed Adrenaline GTS 16 from Brooks reflects the style of the coastal culture and sailing roots that define the Cape for New Englanders. **MSRP \$130.**



Nike LunarEpic Flyknit Boston 2016

There's a Boston-themed version of Nike's head-turning new performance running shoe built with a Flyknit upper. The LunarEpic has a mid-cut ankle sleeve for a sock-like, second-skin feel. The men's colorway for Boston is royal blue while the women's is grey. **MSRP \$190.**



New Balance Fresh Foam Zante v2 Boston and Fresh Foam 1080 Boston

These limited edition Fresh Foam styles from NB for Boston are “inspired by the collegiate legacy, training pride and thrill of victory shared by runners in Boston,” according to the brand. The Fresh Foam 1080 and the Fresh Foam Zante v2 sport crimson, grey and navy colors. Gold detailing signifies the accomplishment of finishing any race, while a heart on the sock liner marks Boston's geographical location on the Massachusetts map. Fresh Foam 1080 Boston, **MSRP \$164.95**; Fresh Foam Zante v2, **\$114.95.**

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BOSTON MARATHON By the Numbers

1897

Inaugural Boston Marathon when New Yorker John J. McDermott won in a 15-member field with a time of 2:55:10.

38,708

Number of entrants in 100th running on April 16, 1996.

1924

Course lengthened to 26 miles, 385 yards to conform to Olympic standard.

2:22:17

Winning time of *Runner's World* Editor Amby Burfoot on April 19, 1968 who wore a pair of Onitsuka Tiger racing flats that cost him \$9.

4.21.1975

Bill Rodgers won his first of four Bostons on this date. He wore Nike Boston 73s given to him by Steve Prefontaine. He returned the shoes to Nike in 2014 after he and his brother, Charlie, closed their retail store, The Bill Rodgers Running Center, after 35 years in business.

20,000

Maximum field set at this number in 2002 as qualifying times were also adjusted for the first time since 1990.

3

The adizero Adios Boost shoe has been worn for the top three fastest marathon times in the world, including the world record at 2:02:57. (Dennis Kimetto, 2:02:57, Berlin 2014; Emmanuel Mutai, 2:03:13, Berlin 2014; Wilson Kipsang, 2:03:23, Berlin 2013).

10,000

The number fluctuates annually but this year adidas will supply official Boston Marathon jackets to nearly 10,000 B.A.A. volunteers and more than 3,500 race officials, media, and medical personnel. – *Bob McGee*

Saucony Green Line Triumph ISO2

The Massachusetts Bay Transportation Authority's (MBTA) Green Line, Boston's most iconic subway line, is referenced in Saucony's 2016 Boston models. The "circled runner" is inspired by the MBTA logo. The sockliner shares the iconic pattern used on seats of older trains. **MSRP \$160.**





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Bloq-UV Promotes Skin Cancer Awareness

Apparel Brand Takes an Educational Message to Retail Along with its Products.



May is Melanoma Awareness month and the apparel company Bloq-UV is taking its educational message to retail floors. The company, which produces a line of apparel that it says blocks 98 percent of the sun's rays, has created in-store signage that includes skin cancer educational facts and encourages runners to do skin self-screenings. In addition, the company is involving store level personnel in its efforts by supplying BloqIT stickers to wear during the month, which encourage consumers to "ask me how to BloqIT."

Bloq-UV was founded in 2008 by Corina Biton, who increased her running on the beach after leaving her corporate job. "I started running on the beach wearing long sleeve shirts to protect myself, but after 10 months, I had a bunch of spots all over my arms and chest," she said. "I thought I had a fungus and went to the dermatologist and found out the spots were from the sun and that the sun was penetrating the clothes I was wearing to protect myself."

Biton searched for clothing that offered SPF but "everything was this frumpy, polyester feeling fabric."

She launched Bloq-UV later that year making clothes from a woven polyester fabric that is created to the company's specifications. "The weave and the

fabric are what offer the protection from the sun," Biton explained. "We don't dip the fabrics in some chemicals like some other clothing makers because with those garments, the UV protection washes away with repeated launderings."

The weave and the fabric in the garments offer sun protection.

Bloq-UV offers a range of tops and bottoms made from its silky-feeling polyester. Tops are the brand's biggest sellers, with prices in the \$60 to \$76 retail range. Biton keeps color inventories tight, so styles can complement shorts purchased from other brands and stores can replenish stock quickly.

The brand is strong in the golf, surf and swim markets and also sells to resort and spa shops. The brand has recently focused on the run specialty markets and is also expanding internationally. "We believe our product fits in well with running stores," Biton said. "It gives the retailers a chance to help keep their customers safe and healthy and keep them running even on the sunniest and hottest days."

Bloq-UV has 16 reps nationwide and will be exhibiting at The Running & Fitness Event For Women and The Running Event. ■

Retailers can learn more by visiting: bloquv.com

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- Importance of monthly routine self-screenings from head to toe.
- A white cotton T-Shirt has UPF of 5-7.
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- BloqUV protection does not wash away with launderings.
- Every BloqUV color is tested by independent UV laboratory. By batch wet and dry.
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*Skin Cancer Foundation. "Skin Cancer Facts." © 2015 The Skin Cancer Foundation, 9 Feb. 2015. Web.

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GETTING TO KNOW LP SUPPORT



Executive Vice President,
Theresa Wong talks about her
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Please tell us a little bit about your company. When were you founded? And how have you evolved to where you are today?

La Pointique Int'l Ltd was established in 1987 to design and manufacture a line of sports medicine products for the prevention of sports injuries as well as for the protection and rehabilitation after injuries.

Talk a little about your new apparel and hosiery lines. You are known as a sports medicine company. What prompted you to get into those businesses? And where do you see the opportunity for your company and the retailers carrying those products?

The EmbioZ line of compression apparels, sleeves and socks are the most technologically advanced workout/training apparel on the market for serious athletes. They help the athletes stay in the game, to ensure they are always in peak mode, whether during training or in the game.

Your very focused on specialty retailers. What type of marketing support do you offer retailers who carry your product (fixtures, staff education, etc...)

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A Social Media Assist

Offering Retail Solutions for Digital Marketing Needs / By Daniel P. Smith



For running specialty shops, digital marketing can be a tough, time-consuming effort, but it's also vital when it comes to connecting with consumers in today's tech-charged age.

Enter Promoboxx, which seeks to be the digital marketing link between the time-pressed retailers and the brands filling their showroom floor.

Though running specialty

brands are accustomed to distributing POP materials, promotional goods and other marketing collateral to their retail network, Boston-based Promoboxx actively tries to fill a gap in the digital space.

According to Promoboxx senior brand account manager Taylor Carr, Promoboxx is "the only marketing platform that connects and aligns national brands with local retailers to drive store performance." Retailers receive

dynamic, professional and high-quality content designed to engage and drive traffic to their websites and, ultimately, their stores. The six-year-old digital marketing platform is free for the retailer and funded by the manufacturer.

Through Promoboxx, national brands like Mizuno, New Balance and SmartWool provide an assortment of marketing assets, including ready-made Facebook posts, tweets, web banners and

e-mail templates. Mizuno's content, for instance, includes general running inspiration as well as collateral supporting campaigns behind key product launches and brand initiatives.

"It's one-stop shopping for the retailers and all of their digital needs from Mizuno," says Kim Hoey, senior director of brand marketing for Mizuno. "Plus, it's easy to use: retailers literally just hit 'publish' and it's done,"

Retailers can schedule and edit posts, even putting their own spin on content, such as adding a store-specific note or a hashtag that both enhances the consumer experience and better resonates on the social channels as well.

"Within a few clicks of a button, retailers can customize and distribute content," Carr says.

In 2013, Mizuno became the first run specialty footwear brand to join Promoboxx, largely motivated to provide retailers a turnkey option that would help them simplify their social media and digital marketing efforts.

"We consider this a win-win for Mizuno as well as our specialty retailer partners," Hoey says. "Providing digital content for them that is ready to go rather than something that needs to be entered manually is a real timesaver for our retail partners and, frankly, something they had been asking us for."



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#runlikewater



A Social Media Assist (continued)



Nathan's Run Like Water campaign provides access to digital assets

In March, Nathan launched the first phase of its 2016 Run Like Water; Spring Hydration Campaign, a now three-year-old effort that provides its retail partners quick access to a diverse, fun and colorful assortment of Nathan's lifestyle, product and campaign images.

"The goal is to provide retailers with turn-key content that gets people excited about running," Nathan marketing manager Greg Brantner says. "Anything we can do for running specialty owners that simplifies their lives, the better."

Brantner says the program offers Nathan "the best juice for the squeeze with retailers," allowing the Pennsylvania-based company to help its retail partners advance their digital marketing efforts amid a competitive battle for

the consumer's attention.

"We want to understand what we can give retailers to make it more fun and exciting and what we can provide that helps retailers position themselves as experts and leaders," Brantner says.

As an additional benefit, the imagery, much of which spotlights Nathan's roots in visibility and hydration, plants seeds with consumers about running accessories. Without a massive budget to advertise in popular mediums such as *Runner's World* or *Outside*, Brantner hopes the Run Like Water campaign organically brings Nathan's signature products to the forefront.

"And this is key at a time when more and more brands are angling to get into the conversation that takes place during the shoe-fitting process," Brantner says.

"Brands are realizing that by helping retailers, they are helping themselves."

TAYLOR CARR, PROMOBOXX

Promoboxx's own research has found that retailers using the digital marketing platform save 8-10 hours per week in content creation and promotion. In addition, Promoboxx offers a support center for retailers that provides digital marketing assistance as well as local ad campaigns retailers can use to reach new customers.

"We save retailers time

and certainly money," Carr says.

To be certain, brands benefit as well.

With digital marketing being an often tedious, even mysterious practice to many, Facebook posts or email newsletters are sometimes tossed together in the name of broadcasting something to the world. Much to the frustration of the brands,

however, that hurried content sometimes includes inaccurate information or an old logo. Promoboxx offers brands some control over their presentation in the marketplace, as the brands themselves provide the professional – and vetted – digital assets retailers can use.

"It's consistent messaging for us," Hoey admits.

There's also the "amplification effect," she adds. Mizuno's presence on the Promoboxx platform allows the brand to leverage each retailer's social media presence to further spotlight Mizuno's products and brand.

Yet more, Promoboxx helps brands champion their individual stories with a variety of digital content that goes far beyond product launches. Mizuno, for example, has showcased its partnership with the national nonprofit Back on My Feet and also highlighted the importance of waving – yes, a clever nod to the brand's Wave footwear – to other runners and walkers while out on the road or trail.

"This is the type of stuff retailers like to share because they know they cannot constantly be pushing product," Carr says.

In the end, Carr contends, Promoboxx serves a vehicle for brands to build goodwill and mindshare with their retail partners and, ultimately, consumers.

"Brands are increasingly realizing that by helping retailers, they are helping themselves," Carr says. ■

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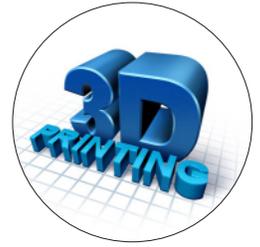
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A \$400 3D Shoe from New Balance



The brand released 44 pairs of the Zante Generate in a nod to New Balance Owner & Chairman, Jim Davis, who purchased the company, 44 years ago.

A limited edition 3D shoe from New Balance went on sale today (April 15) with a \$400 price tag. NB is describing the shoe as the first high performance running shoe with a 3D printed full-length midsole.

The brand released 44 pairs of the Zante Generate in a nod to New Balance owner and chairman, Jim Davis, who purchased the company (44 years ago) on Patriot's Day in 1972. The

44 pairs became available online at newbalance.com and at the New Balance Experience Store at 583 Boylston Street in Boston.

New Balance has been one of the footwear brands at the forefront of 3D printing and has been utilizing 3D printing technology to customize product for its athletes for a few years. According to New Balance President and CEO Robert DeMartini, "The Zante Generate demonstrates the strength of New Balance

design and innovation and will allow consumers to own a piece of running technology history."

Through an exclusive collaboration with 3D Systems, New Balance is utilizing 3D Systems' newly developed laser sintering powder, DuraForm TPU Elastomer. The process is an advancement in the performance of printed parts for running

It is the first performance running shoe with a 3D printed full-length midsole.

shoes, according to the brand. The new midsoles offer a balance of flexibility, strength, weight and durability in an intricate honeycomb midsole structure. Hundreds of small, open cells provide cushioning and structure. The Zante Generate upper is taken from the Fresh Foam Zante v2, which features a bootie construction with an engineered mesh through the midfoot for support.

For the Zante Generate midsole, New Balance used 3D Systems' selective laser sintering (SLS) technology, a 3D printing process which converts the new powder material into solid cross-sections, layer by layer, using a laser. The 3D printed midsole was domestically manufactured in the United States and assembled by New Balance associates at the New Balance factory in Lawrence, MA. ■



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Running Shorts

ElliptiGO Reports Record Sales for March

ElliptiGO Inc., creators of the outdoor elliptical bicycle, announced that it posted record revenues in March, up 35 percent year over year. The company attributes the sales momentum to demand for its newest product, the ElliptiGO Arc, and a strong digital marketing push.

The Arc features a new design built on a sleek aluminum frame and a more compact elliptical stride than the other ElliptiGO models. The Arc's lighter weight, eight gears and lower retail cost (MSRP \$1299) make it an "entry point" product of sorts for those looking to get into elliptical cycling.

"We're thrilled with the immediate results we have seen from our recent digital marketing push," says Bryan Pate, ElliptiGO CEO. "The Arc is our leading seller and a great addition to our existing lineup of bikes, where we've continued to see strong demand. We believe we've only scratched the surface with regards to raising awareness for the category of elliptical cycling."

Through March, the Arc was available only in the United States. International availability began in April. ElliptiGO bikes are distributed through specialty running, cycling and fitness retailers.

Hoka to Sponsor Escape from Alcatraz Triathlon

Hoka One One is joining forces with the iconic Escape from Alcatraz Triathlon. IMG

The ElliptiGO Arc, MSRP \$1299.



Worldwide, the global sports, events, media and fashion company, announced that the Deckers-owned Hoka One One brand will be the official footwear sponsor of the 36th Annual Escape from Alcatraz Triathlon taking place on Sunday, June 12, in San Francisco. This race sponsorship is a first for Hoka, a leading designer of perfor-

mance athletic running shoes for triathletes and runners of all types.

Top triathletes from around the globe will take over the streets and waters of San Francisco for the 2016 Escape from Alcatraz Triathlon on Sunday, June 12. Showcasing the beauty of San Francisco, triathletes will embark on a 1.5 mile

swim from Alcatraz Island to the shoreline of Marina Green, an 18 mile hilly bike ride through the Presidio and an eight mile trail run out to Baker Beach and up the infamous Sand Ladder.

Saucony names New Footwear SVP

Saucony announced the appointment of Thomas Hartge to Senior Vice President of Global Footwear for the Saucony brand, effective immediately. Hartge succeeds Patrick O'Malley, who was recently appointed to President of Saucony. In his new role, Hartge, who will report directly to O'Malley, will be responsible for creating and executing Saucony's global brand footwear creation and marketing strategy, including design, development and product engineering.

Hartge brings over 30 years of experience in performance running footwear, the majority of which was spent at Nike where he worked in a variety of senior product and



Hoka One One sponsored triathlete Heather Jackson.

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Running Shorts (continued)



New York Met Curtis Granderson helped NB launch the SparkStart Fitness Challenge.

global management roles, including Global Brand Director for Nike Running and Creative Director of Advanced Initiatives. Most recently, Hartge was Executive Vice President of Global Footwear at Quicksilver, Inc., one of the world's largest manufacturers of surfwear and other boardsport-related equipment.

NB Expands SparkStart Fitness Challenge

This spring, New Balance baseball athletes, led by Curtis Granderson, will inspire more than 1,000 children in six cities around the country to track their physical activity during recess activities designed to encourage movement, healthy play and teamwork. The six-week challenge will be led in each participating school by Playworks coaches, teachers and supporters who believe in the power of play.

After kicking off the program at PS 133, the William A. Butler School, in Brooklyn

on April 14, Granderson began using his Instagram account @cgrand3, to invite his fellow Team NB athletes to accept the challenge and visit a school in their team's home city to ignite the spark for movement in even more young people.

Picking up the challenge in different cities across the country: Team NB athletes Xander Bogaerts (Boston), A.J. Ellis (Los Angeles), Matt Duffy (San Francisco), and Maikel Franco (Philadelphia). Each athlete will visit a local school to introduce the New Balance Fitness Challenge, get the children excited to participate, and join in some of their Playworks recess activities.

The New Balance SparkStart Fitness Challenge will engage children in recess activities and developmentally appropriate competition in line with Playworks' FitKid curriculum to achieve goals around physical activity. Playworks coaches in each of the six schools will lead bi-weekly recess activities with the students to

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Running Shorts (continued)

promote cardiovascular fitness, strength, and flexibility. At the end of the challenge, each student will receive a pair of New Balance shoes to encourage them to stay healthy and active throughout the summer.

New from TriggerPoint

TriggerPoint Performance has expanded its foam roller collection and released the new TriggerPoint CORE Roller. The new TriggerPoint CORE Roller features a solid-core design with the signature GRID pattern technology that replicates the feeling of a massage therapist's hand. The patented, multi-density pattern of the solid foam roller is designed to channel blood and oxygen while you roll



TriggerPoint CORE Roller.

for varying levels of effective self-massage.

The TriggerPoint CORE Roller is softer than TriggerPoint's best-selling GRID Foam Roller and the firmer GRID X Foam Roller, according to the brand, yet still promotes blood flow via moderate compression to increase circulation, aid in recovery and improve flexibility. Available in two sizes, the 36-inch length supports

the spine during yoga, pilates and restorative exercises, while offering stability to roll larger muscle areas, while the 18-inch CORE's versatile size makes it easy to reposition during exercise to support a variety of massage and mobility routines.

Mizuno USA Names Chief Operating Officer

Mark M. O'Brien was promoted to Chief Operating Officer at Mizuno USA, a new

position, last week. Previously, he served as VP of brand management and marketing for the Norcross, GA company that he joined in June 2015.

In his new position, O'Brien will continue reporting to Bob Puccini, president of Mizuno USA, and oversee a corporate structure that aligns brand, products and sales groups under him.

Heisner Leaves Newton

Craig Heisner has left Newton Running. Heisner joined Newton in 2012 and served as president for the past three years with responsibility for marketing, sales, product and operations. Earlier in his career, Heisner held senior executive positions at Brooks and New Balance.



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Running Shorts (continued)

Balega's New Marketing Specialist

Balega International has appointed Casey Lewis marketing specialist. Lewis will oversee the performance sock brand's promotional programs as well as support the expansion of Balega's parent company, Implus, and its Implus Run Specialty Group division.

"I grew up in the run specialty industry from my parent's involvement with Fleet Feet Sports Roanoke and since then I have always wanted to pursue a career that kept me in this field," said Lewis. "Balega is a brand that truly cares about the communities around us and gives back whenever possible. It only seemed natural



Casey Lewis, marketing specialist, Balega

to begin my career with a company that holds true to its community values while offering a top-of-the-line product to its consumers."

As marketing specialist, Lewis will analyze market data on a regional and national level to strengthen Implus' retailer relationships as well as assist with Balega-sponsored events.

She will be a key advocate in sharing Balega's philosophy and will drive all social media accounts.

Lewis previously served as digital marketing coordinator for Fleet Feet Sports Roanoke. She holds a degree in fashion merchandising and design from Virginia Tech.

New Balance, Strava.com Team Up

Strava.com, a global community for runners, cyclists and triathletes, is partnering with New Balance on a 'Spring Distance Challenge' with a goal of documenting an aggregate 2.5 million miles of runs during the month of April.

As of early April 11, the online event had attracted 101,508 participants who had

collectively run nearly 1.9 million miles and had a new runner atop the leaderboard, an apparent Canadian team under the name "Carrefour Laval 462" that had clocked 452 miles over 137 runs. Adam Kimble, who had been pacing the contest for days, was in second with 340 miles from 15 runs.

However, Kimble's stats had greater significance. The 29-year old ultrarunner from Minooka, IL and former collegiate baseball star at Bradley University before his running career began in 2009, is currently on a mission to break the Guinness World Record for the fastest crossing of the U.S. on foot by a man, a record that has stood for nearly 36 years. He was hoping to complete his adven-

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ture in 45 days or less, enough to break the 46 days, eight hours and 36-minute record established by American Frank Giannino Jr. on October 17, 1980.

As of the morning of April 11, Kimble, who won the 2015 Gobi March 250km and completed the 2015 Boston Marathon in a time of 2:56:45, was east of Bonaire, Georgia, having left on his run across America from Southern California Feb. 15.

Hyland's Launches "Find Your Finish Line" in Boston

Homeopathic medicine manufacturer Hyland's, a partner of the Boston Marathon has launched its "Find Your Finish Line" campaign dedicated to encouraging runners

everywhere by sharing the inspirational personal stories of a select group of marathon runners. The campaign uses these narratives to encourage all athletes to discover their own unique finish line, challenge to tackle, or obstacle to overcome. Hyland's Leg Cramps, the Official Cramp Relief Partner of the Boston Marathon, will support all runners before, during and after the 120th running of the world's most historic road race.

"In a marathon, while everyone runs the same physical 26.2 miles, each of us crosses a very unique finish line, our own personal tale of victory," said Lisa Shapiro, Hyland's Brand Manager. "We want to help runners discover what that finish line will be

and then cheer them on the whole way there."

Hyland's FYFL campaign commits to inspiring, educating and energizing runners as they journey towards the historic Boston Marathon, whether as a seasoned participant or a first time runner. The campaign includes a content-rich website dedicated to providing runners with motivational resources and practical tips to help achieve their athletic aspirations.

View the campaign online: findyourfinishline.hylands.com

Spenco Appoints Canada Sales Manager

Spenco has appointed Agnes Nowak to sales manager of Spenco Canada. Prior to accepting the position

with Spenco, Nowak worked in sales and marketing for Abbott Molecular Diagnostic, Johnson & Johnson, Medela Canada and LifeCell. Her experience with large Fortune 500 companies and smaller organizations spans the healthcare, regenerative product and medical device industries, and includes executing sales for new product and technology launches.

Spenco Canada, which operated independently for more than 20 years, recently came under the umbrella of the North American headquarters as a wholly owned subsidiary. In addition to its Canadian facility, Spenco operates warehouses in China, Slovenia, Amsterdam and Waco, Texas. ■



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