

Summer 2012

# THE RUNNING PLACE

NEWSLETTER

PATTIE BUCACCIO • BILL FRAWLEY • THE RUNNING PLACE • 3548 W. CHESTER PIKE • NEWTOWN SQUARE, PA 19073 • 610-353-8826 • WWW.THERUNNINGPLACE.COM

STORE HOURS: MON, WED, FRI & SAT - 10AM-6PM • TUE & THU - 10AM-8PM • SUN - CLOSED

## The Watch As An Essential Training Tool

Have you ever finished a workout and wondered how far you ran or biked? How much stronger or slower were you from the start to the finish? Being able to track these variables will help you achieve your goals and make your workouts a lot more fun. If you will be training this summer to get fit for life, preparing for a triathlon or cranking things up for a half/full marathon in the fall, it may be time to consider a GPS watch. There are now many to choose from, no matter what the goal.

What makes a GPS watch different from a standard athletic watch is its ability to accurately measure your distance and pace. This takes a lot of the guessing out of your workouts. It also allows you to explore new routes while keeping you honest about your mileage and speed. Many GPS watches include a pacer, allowing you to race against yourself from a previous workout - or set a pace to aspire to. More advanced watches can display running cadence, distance per stroke while swimming, or how to return home using a built in compass. The chart below compare two of the most popular and most basic watches sold in our store.

### Timex Marathon™ GPS - \$99.95 New!!

- Tracks distance, speed, pace (current or average)
- Auto-splits
- Save workouts into watch memory. (No computer download capability)
- Smaller size
- Water resistant
- Excellent value



### Garmin Forerunner 210 GPS - \$199.99 (\$249 with heart rate monitor)

- Customized interval sessions and pace at each interval
- Heart rate alerts and zones, along with premium soft strap
- Download data to Garmin Connect online to view and analyze workouts
- Detail of run history on the watch
- Fitness equipment compatible
- Optional foot pod for tracking indoor use on treadmill or bike
- Tracks distance, speed and pace



There are more advanced GPS watches from Garmin as well. The sky is the limit with additional higher tech features.

The Forerunner 610 includes training tools like the new Virtual Racer(tm) that can turn any workout into a virtual matchup. This feature lets you race your previous bests or challenge any activities uploaded to Garmin Connect(tm). It's Garmin's first sport watch with the Training Effect capability from Firstbeat. Training Effect measures the impact of an activity on your aerobic fitness, which essentially helps you train more efficiently. Your Training Effect is calculated based on your user profile, your heart rate and the difficulty of the activity.

If you are a triathlon "newbie" or a seasoned triathlete, the new 910XT will help you keep track of all the data and detail. It is the only all-in-one GPS-enabled device that provides detailed swim metrics, and tracks distance, pace, elevation and heart rate for running and cycling. It sports a sleek profile, comfy wristband and an easy-to-read display. You can also upload the training files from your device to many online training logs for additional training graphics and tools.

Stop in the store to try on these watches, and let us help you find the one that's right for you.



### Looking for more help with your running or tri-training?

Two of our staff have their own coaching companies: Jason Kilderry, Owner ETA Coach, LLC and Mark Kotarski, Owner KET Fitness, LLC. This summer Jason is holding open water swim clinics, and Mark organizes weekly bike rides. Check out their websites to learn more: [ETACoach.com](http://ETACoach.com) and [KETfitness.com](http://KETfitness.com)

# Saucony is Lower and Lighter

The 2012 line of Saucony running shoes features bold updates. With new midsole and outsole foams that provide superior cushioning and shock absorption, yet weigh significantly less, and a lower heel to forefoot height ratio, Saucony is making changes that you are sure to feel and appreciate.

Over the last couple years, curiosity with barefoot running has led people to try running unshod or with the 'Five Finger Shoes.' Some have had success, but many - while liking the idea of being barefoot - just found it uncomfortable. This trend led many shoe companies, such as Saucony, to develop minimal shoes. That is, footwear that allows the foot to function as it would without a shoe, but still provide some protection from the hard surfaces your feet find in the modern world.

A minimal shoe has a thin layer of foam for cushioning and shock absorption and is very light and flexible. Additionally, this type of shoe is built on a platform more level than that of a traditional shoe, usually 0-4mm of difference in height between the heel and forefoot. These traits allow the foot to function less inhibited than it would in a traditional shoe, and allows the foot to more easily land on the midfoot.

Saucony's ProGrid Kinvara is one of the top minimal shoes on the market today. It has a 4mm offset and many of those minimal features mentioned above. It is engineered to let the foot do the work and stay out of the way of the runner, aiming to complement the natural human stride.

The new Kinvara 3 was released in May. This version has a nearly seamless upper that cradles the foot while providing flexible support, and has added high abrasion rubber in high wear areas of the outsole to enhance durability.

While the minimal shoe has answered the call of the barefoot enthusiast who wants some cushioning, there are

still the rest of us who want as much cushioning and support as we can get, but certainly would enjoy a lighter and more efficient feeling shoe. We ask. Saucony delivers.

Through much research and testing, Saucony found that their traditional line of running shoes would perform even better with a lower heel-to-forefoot ratio than the standard 12mm they had been using. An 8mm offset would be ideal. The 2012 line

features five shoes with an 8mm offset: ProGrid Guide 5, ProGrid Ride 5, Progrid Omni 11, PowerGrid Triumph 9, and PowerGrid Hurricane 14.

The 8mm offset brings the foot a little closer to the ground, improving responsiveness and balance. The 8mm offset makes it easier for the runner to land with a midfoot strike. These shoes will not force you to change your stride, but if you decide you'd like to try a new stride, it will be much easier to change.

For the runner feeling comfortable and efficient as a heel striker, there is still tremendous cushioning in the rearfoot. An SRC Impact Zone in the heel provides great shock absorption, while a new outsole, IBR+, provides 15% better cushioning at a 30% weight reduction as you transition through toe off.

With these various changes, Saucony continues to provide a shoe that is ideal for each foot type. If your biomechanics are such that you require structure to prevent over-pronation, the mild support Guide, or moderate support

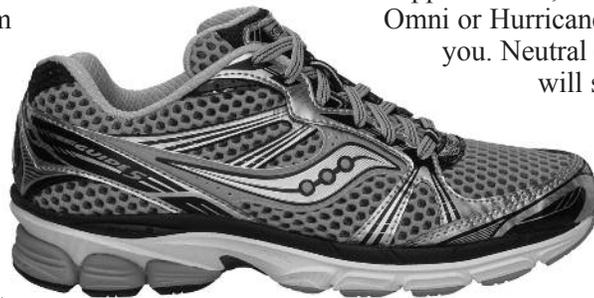
Omni or Hurricane may be best for you. Neutral or rigid-arched feet will still find the Ride and Triumph to be very well cushioned, flexible options.

You will be amazed at how light and soft the new shoes are.

These shoes are lighter by 1-1.5 ounces, and still have a soft, plush feel. Come on in to see how the new Saucony's feel. Experience the 8mm difference for yourself!



*Saucony Kinvara 3*



*Saucony Guide 5*



## Sock Specials Going On Now!

Thorlo - Buy 1 Get 1 Half-off;

Wright Socks and Features Buy 3 Get 1 Free.

Offer expires Saturday, June 16! Keep you feet dry and blister-free during these hot summer months!

# Fun on the Run in the Summer

## Join us for the following TRP sponsored events!

### **SUPER SUNDAY** **Smartphone 'Scavenger' Hunt** **Sunday June 24, 2012 - 10am**



Lavahound is bringing the evolution of the scavenger hunt to Newtown Square! Come to The Running Place on Sunday morning, June 24th with your running shoes, your Smartphone and your strategic thinking cap. Your team of 2-10 runners will have to utilize all those tools to find as many of the geo-tagged locations as you can in 90 minutes.

There is no finish line and no set course. It is up to you and your team to decide where to go in search of the pictures, and in what order to look for them. The race will not simply go to the swiftest, but to those who can plan and adjust on the run as well. You'll need your wits to figure out the shortest, fastest possible route between your marks, and then use your legs to get you there. There will be prizes for the teams that find the most tagged locations, and you may even find SURprizes along the way! Hydration and refreshments will be provided by The Running Place and Great Harvest Bread Company.

Register (\$10 per person) at the store or day of the event.

### **4th of July** **Firecracker 5K and Parade** **Wednesday July 4th, 2012**

Your 4th of July holiday has many traditions - parades, picnics,

baseball and fireworks. Make the Broomall Rotary Firecracker 5k a part of that tradition! Start your holiday morning with a patriotic run, walk and parade! Join The Running Place and the Rotary Club of Broomall for the Third Annual Firecracker 5k.

The race begins and ends on West Chester Pike at the Broomall Fire House. The course runs out and back on West Chester Pike leading the 4th of July Parade back to the parade grounds. Spectators awaiting the parade join families and friends of race participants lining the course and cheering you along the way.

Amazing prizes for 1st-2nd-3rd place in age groups, raffles and overall winners include

Timex watches,  
Saucony shoes and gear,  
Tifosi

Sunglasses,  
and technical running socks.

**After the race, stop by The Running Place to use the Saucony-Firecracker coupon from your race packet. We will be open on July 4th from 10-2.**

To register on-line, go to [firecracker5krun.com](http://firecracker5krun.com), or stop by The Running Place to register in person. Pre-race day packet pick-up will be at The Running Place on Saturday June 30 from 10-6. On race day, you can register and pick up your number at the starting line from 8-9am.



### **9th Annual Radnor Red Run** **5k Steeplechase** **Sunday August 19, 2012**



The Radnor Red Run Steeplechase is not your ordinary 5k. Completely off road, through grass and trails while you will follow a course that meanders over the rolling, pastoral countryside of the Radnor Hunt in Malvern, PA, encountering all manner of obstacles along the way. You will hurdle steeplechase barriers, climb over horse jumps, and traverse water pits. This call goes out to all runners and walkers with a sense of fun and adventure!

- USATF sanctioned and part of the Mid-Atlantic Association's Off Road Running Series and organized by the FastTracks Running Club.
- Team Competition is new this year - gather your friends and family together and test your mettle against other teams;
- Awards include the much coveted 'Horse Bobble Butts' and Gift Certificates from The Running Place;
- Race Day will feature Great Harvest Bread; Brooks apparel sale; health and injury consultation with Heathmark Foot and Ankle Podiatry and Active Family and Sports Chiropractic; running shoe consultation/evaluation with The Running Place, and much more!

Join our **MONDAY NIGHT FUN RUNS** from the store all summer long.

Meet at 6:45 PM rain or shine. All levels welcome. Also, summer is a great time to check out one of our local running clubs. Both the FastTracks Running Club ([fasttracks.homestead.com](http://fasttracks.homestead.com)) and the Delco Road Running Club ([delcorrc.com](http://delcorrc.com)) offer many group runs throughout the week.

# Susan G. Komen Philadelphia 3-Day Events

The3Day.org

**Super Clinic** - Wednesday, June 6  
6:30-8:30 PM  
Featuring Chris Corwin, DPM,  
HealthMark Foot & Ankle



**Event Prep Clinic** - Wednesday, July 11 6:30-8:30  
Learn about packing and camping, training  
and injury prevention.

RSVP to The Running Place for both events.

# Sidewalk Sale & Super Sunday

Saturday, June 23 - 10 AM to 5 PM  
Sunday, June 24 - 11 AM TO 4 PM

Our annual Sidewalk Sale will be  
a two day event.

This big weekend features select shoes from  
20 to 60% off, as well as clearance pricing on  
cold weather apparel, and limited summer  
items. Merchandise moves fast this weekend,  
so shop early for best selection!

## The Running Place

3548 West Chester Pike  
Newtown Square, PA 19073

Address Service Requested



## Summer Savings

**\$10.00 Off** Any Purchase\*

**Celebrate Summer With Our Gift To You!**

*\*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 6/30/12.*

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**15% Off** \* your Saucony  
purchase

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