

## The Latest News from Metro Run & Walk

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Mark & Helen Russell, Owners

December, 2009

December is such a rich month. It doesn't matter what religion or belief system you have, it is a time of reflection and celebration for everyone. It seems to me that December brings great joy and a touch of melancholy at the same time -- joy for those who are able to be with family during the holidays and melancholy for those who can't. With that in mind, we sincerely hope that everyone is able to celebrate their holiday gently, peacefully, and lovingly. For those traveling, travel smart and safe.

Many years ago, Mark and I wanted to teach our children about helping others. As a family, we packed about 40 brown bag meals with PB&J sandwiches, fresh fruit, boiled eggs, a piece of candy and a bottle of water. We drove "downtown" to Washington DC where, based on previous experience, it seemed we would trip over homeless people. On Christmas Eve, we drove for hours looking for homeless people to give our bags of food to. Where were they? We sure couldn't find them. In a few instances, we would spot a person and then another car full of well-intentioned people like ourselves would cut us off and deliver their package before us. Finally, after an entire afternoon of driving in various parts of Washington DC, we were able to deliver our food to those in need. Since then, of course, we've found more effective ways to help those in need of food and clothing but we've gotten more than a few chuckles whenever we remember that afternoon. May you create happy memories of your own this month.

Many thanks to the customers who participated in the November We CAN Do It promotion. A total of 160 food items were collected and will be donated through The Assistance League of Northern Virginia's Weekend Food for Kids program to Lynbrook Elementary School in Springfield.

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## ANNOUNCING A NEW SIGNATURE ROAD RACE FOR THE SOUTHERN FAIRFAX COUNTY AREA!

### The Metro Run & Walk Springfield Days 15K race & 2 Mile Community Walk

In association with the Springfield Days celebration the 1<sup>st</sup> weekend in June, we are putting on a distance run to be held Sunday morning June 6<sup>th</sup>. It will be a great course which shows off the best of Springfield: our commercial center, the cross county trail, Lake Accotink, the beautiful neighborhoods of Crestwood, and a track finish at Lee High School. There will also be a 2 mile Fun Run / Community Walk as part of the event.

Net proceeds of the race will benefit Springfield area organizations that provide recreation and fitness programs for disadvantaged kids.

We need plenty of help to tackle the 1<sup>st</sup> year challenges and start this annual event off on the right foot, and December is a critical month.

**Great events need great people, so contact us today to be a part of it.**

**Join us at the store for our kick-off meeting on Monday, December 14, 2009 at 7pm.**

**We'll have pizza and other food and refreshments.**

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## NEWSLETTER DEAL OF THE MONTH

We announce special deals every newsletter, good until the next monthly newsletter is published. In keeping with the Spirit of Giving, this newsletter's deal is...

### 1. Rewarding Ours Newsletter Readers

Clip the \$5 MetroBucks certificate below and come in and spend it like a \$5 bill! Feel free to forward our newsletter to friends, family, colleagues, etc. so they can take advantage of the \$5 in MetroBucks. But, please only one per customer. . Just like the Loyal Customer Credits, there are no restrictions on how to use this one. Want to use it on clearance items? No problem! Expires December 31, 2009



### 2. Happy Holidays \$5 MetroBucks for Everyone at Checkout

Every customer is eligible for this one! In addition to your Loyal Customer Credits that you earn, for every transaction over \$75 during the entire month of December, you receive another \$5 MetroBucks certificate. Just like the Loyal Customer Credits, there are no restrictions on how to use this one. Want to use it on clearance items? No problem! Expires January 31, 2010.

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## COMMUNITY PARTNERSHIPS

We're always looking for ways to save you money not just in our store, but in our communities. We are starting a community partnership program with other retail establishments that also promote healthy living through nutrition, exercise and fitness, or healthy eating.

With so much going on in December, we've chosen not to select a community partner for this month. We've got some great partners lined up for 2010 though!

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## OUR BUSINESS PRESENCE CONTINUES TO EXPAND

- [www.MetroRunWalkSpringfield.com](http://www.MetroRunWalkSpringfield.com) , We've enhanced our website. Although still a work in progress, it should now work on all technology platforms (Mac, PC, IE7, etc.).
- We are new members of the Greater Springfield Chamber of Commerce
- We are new members of the Fairfax County Community Business Partnership

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## STRETCHING 101 – FOOD FOR THOUGHT

Editor's Note: In a typical "do what I say not what I do" episode, John ran the Marine Corps Marathon after taking a spill on his last long training run. Despite a nagging pain in his right hamstring, he pressed on because, well, he's a guy, and has never DNF'd a race, and that's what guys do! As a consequence, he's now spending an hour a week in the hands of a massage therapist, trying to work that giant pain in the butt out. L

**Stretching 101 – Food for Thought**

The subject of stretching is always a “hot” topic in the store. The “Why’s,” “How’s,” and, most controversially (that is, there’s a lot of debate about it), the “When’s.” Most of us in the store stretch, and most of us do the same classic “runner’s stretches” that have been around for generations. But, for some reason, there seems to be real controversy about when to stretch - before a workout, after a workout, or both. And, introducing a little more controversy into the mix, other than anecdotal evidence, there’s little in the scientific sports literature to suggest stretching is beneficial in preventing injuries or improving performance, so in addition to the “Why,” “How,” “When,” questions – we’ll add “IF!”

An article published in the Western Journal of Medicine found on the National Institutes of Health/National Center for Biotechnology Information website, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1071358/> suggests stretching before exercise may not prevent injuries.

Another study published on the NIH website, says “...stretching before or after exercise does not confer protection from muscle soreness.”

[http://www.ncbi.nlm.nih.gov/pubmed/12202327?ordinalpos=1&itool=EntrezSystem2.PEntrez.Pubmed.Pubmed\\_ResultsPanel.Pubmed\\_SingleItemSuppl.Pubmed\\_Discovery\\_RA&linkpos=1&log\\$=relatedreviews&logdbfrom=pubmed](http://www.ncbi.nlm.nih.gov/pubmed/12202327?ordinalpos=1&itool=EntrezSystem2.PEntrez.Pubmed.Pubmed_ResultsPanel.Pubmed_SingleItemSuppl.Pubmed_Discovery_RA&linkpos=1&log$=relatedreviews&logdbfrom=pubmed) .

Yet another study published on the NIH website says, “The evidence derived from mainly laboratory-based studies of stretching indicate that muscle stretching does not reduce delayed-onset muscle soreness in young healthy adults.” See [http://www.ncbi.nlm.nih.gov/pubmed/17943822?ordinalpos=1&itool=EntrezSystem2.PEntrez.Pubmed.Pubmed\\_ResultsPanel.Pubmed\\_SingleItemSuppl.Pubmed\\_Discovery\\_RA&linkpos=1&log\\$=relatedreviews&logdbfrom=pubmed](http://www.ncbi.nlm.nih.gov/pubmed/17943822?ordinalpos=1&itool=EntrezSystem2.PEntrez.Pubmed.Pubmed_ResultsPanel.Pubmed_SingleItemSuppl.Pubmed_Discovery_RA&linkpos=1&log$=relatedreviews&logdbfrom=pubmed) .

So, if the scientific evidence points away from stretching – why do it? Because for most of us, stretching seems to loosen us up and makes those first few minutes of vigorous activity (or getting out of bed in the morning) a little easier to ease into. For many of us, it also serves as a “reward” after our workouts – it just feels good! And, to give a little pause to the statements from the medical community above, how many of us have been injured and had gentle stretching prescribed by our physician or physical therapist as part of the rehabilitation routine? We do it because our (former or current) coach, trainer, or doctor says to. Most of us simply feel better for the stretching.

As in so many of these little monthly articles – it simply boils down to YMMV – “your mileage may vary!” And, it again comes down to that unconventional “conventional wisdom.” There ARE some basic rules for stretching . First, we recommend you do a little research into the stretches for the particular area(s) of the body you’re interested in stretching. Most of us at the store have our own routines, and would be happy to share them with you. Following are three well-known running resource sites. (Note the references in each stretching article to the benefits of stretching! We told you it was controversial!)

From the Cool Running website, [www.coolrunning.com](http://www.coolrunning.com), [http://www.coolrunning.com/engine/2/2\\_1/126.shtml](http://www.coolrunning.com/engine/2/2_1/126.shtml)

From the Hal Higdon website, [www.halhigdon.com](http://www.halhigdon.com), <http://www.halhigdon.com/15Ktraining/Stretch.htm>.

From the Runner’s Resource website, [www.runners-resource.com](http://www.runners-resource.com), <http://www.runners-resource.com/stretching.html>

When stretching, watch your form and gently work yourself into the stretch until you feel a mild amount of tension in the muscle. Again, ensure you know which muscle you’re trying to stretch and focus on it, making sure the tension is in the appropriate area. Hold the stretch for a short while, up to 30 seconds, and as the muscle relaxes, stretch it a little further. Do NOT stretch till you feel pain, and do NOT bounce (there is an advanced stretching technique called ballistic stretching that uses bouncing, but we don’t recommend this technique without proper training and supervision)! The stretch should feel GOOD! Breathe deeply and slowly as you hold the stretch and relax the surrounding muscle groups so that you’re focused on the muscle you’re trying to stretch.

Whether you stretch before or after your workout is purely up to you. Some of us eschew stretching prior to workouts entirely, preferring to stretch afterwards when our muscles are warm and pliant. Some of us do a variant on pre-workout stretching, where we begin our workout, but at a slower, relaxed pace, for about five minutes, then stop and stretch, and then resume our workout. Some of us stretch only afterwards. As we’ve said before – we’re all an experiment of one. Do what works for you.

As always, we ask you to send us your ideas about future articles.

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## ALL I WANT FOR CHRISTMAS

Not sure what to get your favorite runner / walker for Christmas this year? The Metro Run & Walk Santa received this letter and wanted to pass it along...

- A new pair of black running pants
- A water resistant jacket to keep me warm and dry this winter - gotta get outside!
- Arm warmers from Nike
- A pair of Tifosi sunglasses to keep the winter and snow glare out of my eyes
- KT tape to hold me together until that next race (or any of the analgesic creams)
- A Stick to ease out the knots in the sore muscles
- A Pro - Stretch to keep under my desk to keep that plantar fasciitis strong and flexible
- Saucony Ulti Mitts and Optech LX shirts to help guide me through the dark hours of running.
- A Runner's Diary to help keep track of the miles next year
- A Runner Girl pink T to show my colors
- A holiday ornament to hang on the tree
- The latest gels and blosks to keep the reindeer from getting antsy
- A dog leash so I can exercise with Fido; he likes to keep me company!
- And for the runner/walker that wants one of everything, perhaps a gift certificate!!

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## BREAKING NEWS FROM THE MARINE CORPS MARATHON PRESS OFFICE

### Press Release

#### Metro Run & Walk of Springfield Wins 9th Place

#### 2009 Marine Corps Marathon Running Store Competition

*Ten local running stores participate in team competition at 34th MCM*

"November 24, 2009 The Marine Corps Marathon press office announced today that Metro Run & Walk of Springfield VA is the 9<sup>th</sup> place winner of the 2009 Marine Corps Marathon (MCM) Team Running Store Competition. Ten stores located in Maryland, Virginia, and Washington, DC organized teams of five runners who participated in the 34<sup>th</sup> MCM on Sunday, October 25, 2009.

The top two male and top female finishing times from each store team were combined, resulting in the winning times. Metro Run & Walk finished a full 20 minutes faster than the last place team."

Okay, so that wasn't a real press release and, yes, there were first, second, third, etc place teams that finished before us and congratulations to them. Hooray. But we probably had the most fun while having all five of our team members being store employees and two first-time marathon runners.

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## THE RUNNING EVENT

Austin, Texas in November is a really great place to visit. The weather is fabulous, the city is fun, and it's where this year's Running Event took place. The Running Event is an annual convention for independent running retail specialty stores. It is an opportunity to meet other owners and learn new ways of doing business and leverage some best practices. It is also an opportunity to meet with manufacturers to review new product.

Because we are still in our first year of ownership, it was particularly helpful to us as we think about expanding our product line, our services, and improving our methods. We spent time learning more about trail running, running styles, and multi-sport events. During January and February, we will be adding a discussion board to our website and posing questions to you about some of these topics.

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## PRODUCTS AND DISCOUNTS

More cold weather apparel and accessories have arrived! Come in and see all the new stuff we've added based on our review of new products at The Running Event..

### *New Products*

- **StuntPuppy Running Leash** – This leash allows for hands-free running with your dog. It features an adjustable waist strap with a flexible bungy-style dog leash attached to it. Helen has tested it with Tanner (3 year old Vizsla) and reports that it's great!
- **KT Tape** – This kinesiology tape is really amazing. It treats and promotes faster healing of common injuries, provides support to muscles, tendons, and ligaments during physical activity, is comfortable, and stays on for up to 5 days. **We're trained on how to apply and use KT Tape**, so don't hesitate to ask us for help.
- **Tifosi Sunglasses** – We now have a full-range of athletic sunglasses. Tifosi Optics interchangeable systems include multiple lenses for variable lighting conditions, hydrophilic adjustable temple and nose pieces and Grilamid TR-90 frames that are practically indestructible! The reviews that we read indicate that people love them.
- **Grabber Cooling Bandana and Cloth** – this is a really cool product. In the simplest possible terms it's a personal shammy. Wet it before going out on a run, then when you're hot, wave it in the air to activate the "cold" and the cloth gets really cold!
- **Books, Training Logs,**– We've got a great selection of books for running, walking, triathlon training, personal training logs, nutrition, etc.
- **Runner's Remedy Arch Wrap and Shin Wrap** – by the makers of The Strassburg Sock, these are specialized compression and icing wraps.
- **Nike Armwarmers, Gloves, Hats** – Now you can be really prepared for winter running!
- **Arch Cushions** – Remember those arch "cookies" that Nike used to include with their shoes? Well, we've got them! Designed for people who like just a little bit more cushioning under the arch.
- **Speedo Amphibious Shoes** for men and women. These shoes are designed for water aerobics and running. They feature Hydro Tread® for water dispersion and traction and Speedo Foam ® for cushioning & comfort.
- **Speedo Vanquisher 2.0 Swimming Goggles** for men and women.

### *Shoes News*

**New Arrivals** \* Metro Run & Walk is a premium-level retailer and receives early shipments of these shoes 1-2 months before the general release.

New Balance 1012\* (replaces version 1011)

Mizuno Wave Rider 13 (replaces version 12)

Mizuno Wave Inspire 7 (replaces version 6)

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### *Clearance*

To make room for the new stuff, we keep adding to the clearance racks! We have selected apparel and shoes at 30% off, and our clearance apparel rack and odds-and-ends bin are 50% off. There are some really great deals waiting for you!

We haven't moved any new styles to the clearance rack for November, but we've still got a nice selection of styles and sizes available on the clearance rack. If this is your shoe, hurry in and get a great deal. We can take payment over the phone and hold the shoe if you can't make it in soon.

#### **Women's Clearance**

Asics Cumulus 7, 11D, 11

Asics Frantic 9

Nike Pegasus 5.5, 7.5, 9-2A, 9.5D, 10-2A, 11-2A, 11

Saucony Ride 9D, 11

Saucony Omni 10

#### **Men's Clearance:**

Asics Cumulus 14 2E

Asics Evolution 9, 11  
Asics Nimbus 7.5, 10.5, 12.5, 13  
Nike Pegasus 7.5, 9 2E, 11.5 4E, 12, 12.5, 12.5 4E, 13 4E  
Saucony Omni 82E, 92E, 9.52E  
Saucony Ride 92E, 9.52E, 11.52E, 122E, 13, 14

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## UPCOMING LOCAL RACES & EVENTS OF NOTE

### Local Races

Looking for races? There aren't many winter races coming up in our area in December and January, but we've highlighted the ones we found.

[www.runwashington.com](http://www.runwashington.com)

12/06 Backyard Burn Fall Trail Run Series 10M/5M, Hemlock Overlook, Clifton, Virginia

12/31 Fairfax 4 Miler, Old Town Fairfax, Virginia

[www.racepacket.com](http://www.racepacket.com)

12/31 MADD Red Ribbon 5K Run, George Mason University, Fairfax, VA

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## STAFF NEWS

**Suzanne** is looking forward to the Winter Solstice (12/21) when we start gaining back some daylight hours, ok, minutes, but I'll take what I can get!!! My favorite accessory to get through the dark days of winter - the Amphipod Xinglet Pocket - a high visibility vest that you can slip on over anything and also has a small pocket to carry essentials. Arrange to meet a friend to go run before or after work, you'll both be glad you did!! Happy holidays and a big thank you to all our loyal customers.

Our condolences go to **Richard**, whose grandmother passed away over Thanksgiving weekend. Richard will be with family in South Africa for the next few weeks.

**Mark** finished his two November marathons. One (the Mid-South in Arkansas) in 4:29 as a pacer for the 4:30 finishers and the San Antonio in 4:36 as a pacer for anyone with tired legs, sore toes, and/or an overheated body. Discovered a great recovery activity is having a Prickly Pear margarita while people watching on the RiverWalk.

**Helen:** After The Running Event convention; ran the San Antonio Rock n Roll Marathon. KT Tape saved the day! I was rehabbing a strained knee from the Marine Corps Marathon and needed the extra support that the tape provided.

**John** is busy painting and repairing his synagogue this month while rehabbing himself.

**Harrison** is uncharacteristically mute.

**Ben** is mute too .

**Charles** too! Maybe it's a young person thing!**ADDITIONAL INFORMATION**

When visiting the store, help yourself to a cup of tea, coffee, lemonade, or just a glass of water at our new refreshment station. Or, if you're out for a long walk or run and need to use the bathroom or fill your water bottle, come on in!

*It's always a pleasure to see you. Please don't hesitate to give us feedback.*

*Mark & Helen Russell*