



## The Latest News From

*Metro Run & Walk, Springfield Virginia*

*Mark & Helen Russell*

THIRD EDITION

JUNE 1, 2009

### NEWSLETTER DEAL OF THE MONTH

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We announce special deals every newsletter; good only at the Springfield store until the next monthly newsletter is published. This newsletter's deal is...

**Spend \$125 on regularly priced merchandise and receive a FREE Metro Run & Walk technical-fabric shirt valued at \$24. They come in a variety of sizes (XS-XXL) and colors (white, green, red, blue, black, & pink).**

### FREE LOYAL CUSTOMER PROGRAM

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Remember, we save our best treatment for our regular customers. Any regularly-priced purchase can earn you Loyalty Credits – every time you reach \$100, we create a \$10 credit for you to use anytime in the following 12 months. Please note that when redeeming, only one credit can be used at a time.

Did you know that if you give one of our referral cards to a friend and they come into the store, sign up for the Loyal Customer Program and make a purchase, YOU receive 5% of their purchases in store credit. The referral cards are in the front of the store by the cash register. Take a few on your way out.

### PRODUCTS AND DISCOUNTS

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We have selected apparel and shoes at 30% off, and our clearance apparel rack and odds-and-ends bin are 50% off. We're making room for the \*NEW\* summer apparel that has just started to arrive. Some apparel items have moved from the regular sales floor to the 30% off rack while all winter apparel is now on the 50% off rack. Come on by to cruise the discount racks. We'll be moving items to the discount racks weekly between now and summer's end.

#### **New Products**

- New summer apparel from Asics has arrived this week. There are some great colors and styles to choose from. Additional summer apparel will be arriving throughout the month.
- Most of the shoe manufacturers are highlighting pink this season in honor of the Race for the Cure. We have the official Susan G. Komen "vibrant deep pink" New Balance 769 stability shoes.
- We've added some new styles and colors in our watches and heart rate monitors.
- We've also added to our nutritionals by bringing in more of a selection of Clif bars. Compared to other protein bars, they are all natural and have a clean taste. Clif protein bars are 33% organic, has 20g of protein from soy and nuts, has no trans fats or hydrogenated oils, and has 23 vitamins. They are highly recommended by practitioners of low glycemic diets such as Zone and Paleo. Our staff member Jason highly recommends the Chocolate Mint.

#### **New Services**

Shoe Replacement Reminder Email - If you would like to be reminded that it could be time to replace your shoes, send an email at [metrorunwalk.springfield@gmail.com](mailto:metrorunwalk.springfield@gmail.com) and we'll schedule you for a reminder email 6 months after your purchase. For the average walker or runner, that's 15-20 miles per week. Shoes are generally worn for 300-500 miles or 100 hours of high-impact activity. You can customize the length of time; just tell us how often you want a reminder.

Shoes Shipped to You - While we love to catch up with you when you come back in to replace your shoes, we understand that everyone has a really busy schedule. We can look up your current shoe and send your replacement shoe to you. Just give us a call -- 703-913-0313 -- shipping charges are approximately \$5.

## IN-STORE CLINICS

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We are scheduling FREE In-Store Clinics on the first Wednesday of every month as well as a few other special days. The clinics will cover a broad range of topics surrounding active lifestyle and personal health.

- **Wednesday June 3 -- 6:30 - 7:30pm -- Foot Health and Sports Injuries** — Neuromas, neuropathy, plantar fasciitis, hammer toe, bunions, toenails, fungus... the list goes on. Come listen to Dr. Annik Adamson, a well-known local Podiatrist, discuss foot health and preventive foot care.
- **Wednesday July 1 -- 6:30 – 7:30pm —Hydration, Nutritionals, Performance Gels & Tasting** — It's getting warm out there! — By now you're sweating and really burning energy — Come learn about how to stay hydrated and the best use of nutritionals and performance gels. Participate in a tasting to discover which one you enjoy the most.
- **Wednesday August 5 -- 7:30 – 9:00pm — Ladies Only! Bra Show and Fitting** – A representative from Moving Comfort will be here to discuss types of bras and the support they lend, how to achieve the perfect fit, and help you to determine what is best for you.
- **Wednesday September 2 -- 6:30 – 7:30pm — Effective Cross Training** — Help your legs and body benefit from those harder workouts by cross training. Pilates for the Core, Biking for the quads and knees, Swimming for the cardio, Speed Walking to eliminate the pavement pounding.
- **Wednesday October 7 -- 6:30 – 8:00 pm-- Ask the Experts** – We'll have a panel of experts including podiatrists, chiropractors, massage therapists, orthopedists, and nutritionists fielding your questions.
- **Wednesday November 4 -- 6:30 – 7:30pm - Customer Selected Topic** – Send us your ideas!
- **Wednesday December 2 -- 6:30 – 8:00pm -- Great Christmas Gifts for the Active Lifestyle, Winter Fashion Show**

## RUNNING GROUPS

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We have one continuing group on Tuesday evening. Time: 6pm. Place: Byron Avenue parking for the Cross County Trail (CCT), behind the church, just off Old Keene Mill near Accotink Creek. If interested, please call the store before showing up in case we have made some adjustments that week based on runner interest.

We are continuing to form additional running groups. We are driven by the enthusiasms of the participants, so expect the number, focus, timing, and location to morph along the way. We are not coaching – just providing a time and a reason to get together. We want to hear from you about the times and locations you are looking for, so if you and a friend or 2 have a preference, we'll give it a try. As we grow, we can make these groups fun by having special sessions with try-on pairs of shoes, nutrition samples, target race preparation, etc.

There are existing organized runs on Saturday morning around Kingstowne, and Sunday morning at Burke Lake. If interested, send us a note, and we can get something started with them.

## WALKING GROUPS

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Our first walking group is formed! Mondays & Wednesdays at 9:00 am. We meet at South Run Recreation Center and walk out towards either Lake Mercer or Burke Lake, depending on the enthusiasm of the group. Every walker, regardless of ability or speed, has a walking companion. Don't let your fear that you'll be the slowest or that you can't go very far stop you from joining us. Everyone starts somewhere.

If you can't make Monday and Wednesday at 9am and want to start another group at a different time, send an email to [MetroRunWalk.Springfield@gmail.com](mailto:MetroRunWalk.Springfield@gmail.com) with your preferred days and times. Once we have a small group of interested people, Helen will send a coordinating email just to the interested people to get the group started.

## Personal Health Investment Today Act of 2009 or the 'PHIT Act of 2009'

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Originally introduced in 2006 and reintroduced in the new Congress every year since then, the Personal Health Investment Today Act or "PHIT" bill would provide a way to ease the financial burden of being more physically active through the use of existing pretax medical accounts.

PHIT would change current federal tax law to allow for the use of pretax dollars to cover expenses related to organized individual and team sports, fitness and exercise, recreation and other physical activities. Americans

could invest up to \$1,000 annually to pay for these activities using pretax dollars. In summary, PHIT will encourage physical activity by making it more affordable, increase recreational participation, and improve health in order to reduce medical care costs.

This bill is currently in committee (House Ways and Means). It's been proposed in the previous Congresses as H.R. 5479 in the 109th Congress in 2006, and H.R. 245 in the 110th Congress in 2007. It died in committee both times, and has been reintroduced.

The sponsor is Rep. Ronald Kind D-WI13.

Co-sponsors are: Rep. Christopher Carney D-PA10, Rep. John Gingrey R-GA11, Rep. Robert Wexler D-FL19, Rep. Joe Barton R-TX6, Rep. Donald Payne D-NJ10, Rep. Jim Gerlack R-PA6, Rep. Marcy Kaptur D-OH9, Rep. Mike McIntyre D-NC7, Rep. Zach Wamp R-TN3, Rep. Robert Brady D-PA1, Rep. Earl Blumenauer D-OR3, Rep. Kevin Brady R-TX8

Two "local" members on the House Ways and Means Committee are Rep. Eric Cantor R-VA7 <http://cantor.house.gov/contact.htm>, and Rep. Christopher Van Hollen D-MD8 <http://vanhollen.house.gov/HoR/MD08/Contact+Information/>.

Take a minute and contact our local members and let them know how important supporting an active lifestyle is to you.

## UPCOMING LOCAL RACES & EVENTS OF NOTE

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Looking for races? Check out [www.runwashington.com](http://www.runwashington.com), [www.racepacket.com](http://www.racepacket.com), or [www.active.com](http://www.active.com). We've highlighted just a few of some upcoming local races.

Saturday, June 6 8:30am - The Fit Families 5K Running Festival - Fairfax

Saturday, June 6 8:00am - Susan G. Komen Global Race for the Cure

Sunday, June 7 8:00am - 13th Annual Rock the House 8K - Fairfax

Saturday, June 13 8:30am - Tim Harmon 5K - Fairfax

Sunday, June 14 8:30am - 13th Annual Race Unity Day 5 Mile - Burke

Saturday, June 20 9:00am - Losing to Live 5K Run/Walk - Annandale

Saturday, July 11 12noon - Breast Cancer 3-Day Expo - Mary Ellen Henderson Middle School, Falls Church - Please come visit our booth.

## STAFF NEWS

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- Helen's Metro Run & Walk team won 2nd place in the Patriots' Cup Corporate Challenge in the non-corporate division. The trophy is proudly displayed in the store.
- Mark's Applegrove Community team won 3rd place in the same race and division.
- John is desperately trying to get back into a semblance of running shape, and is looking forward to a getaway to Quebec with his wife Sharon in July.
- Hillary is a volunteer with the Fairfax County Rescue Squad while also training young athletes to participate in triathlons.
- Terry is pursuing a second Bachelors degree in Nursing.
- Harrison is ramping up his training for his first marathon -- the Marine Corps Marathon in the fall. We'll keep you posted on his training.
- Jason leaves us mid-month to participate in military training for the month of July.
- Charles won 1st place in his age division in the Patriots Cup 8K.
- Ethan Rissell joins us this summer. Ethan, a previous West Springfield High School runner, just completed his sophomore year at Shippensburg College. Ethan is a college runner on his school's track team. He's pretty fast too!
- Ben Scudera joins us this summer. Ben, a previous Oakton High School runner, just completed his sophomore year at Arizona State.
- Welcome back Anisha Rihwani! Anisha just completed her sophomore year at James Madison University. Anisha worked with us last summer.

## ADDITIONAL INFORMATION

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We want to give every customer the best service possible. This includes a needs assessment, a gait analysis, foot measurement, and shoe recommendation and fitting. We do not pay our staff members a commission for selling any specific product that we carry. You never have to wonder if any of our staff is recommending a product because of monetary incentive.

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*