

March 2009 Newsletter

Greetings from Metro Run & Walk – Springfield! This inaugural email is going out to nearly 1000 people who have signed up for our free Loyal Customer Program in our 1st month of new ownership or have asked to be included in our Springfield-specific monthly newsletters.

To sign up for this newsletter, or to contact us anytime, send a note to MetroRunWalk.Springfield@gmail.com

NEWS & EVENTS

Grand (re-) Opening. Sunday, March 22, 12-5 p.m. Even though we have been open for business throughout our ownership transition, we wanted to have a special day to celebrate with all of you. We have expanded our inventory and have added some great staff – come on out! We are still figuring out the promotions and prizes...

High School Days. We have denoted special days to mark the kickoff of outdoor track season for some local high schools. In addition to getting the athletes, their families, and their friends set up with the right footwear, apparel, and accessories, we invite all to pick a school day and visit us. We will be helping to raise funds for the track programs, and will be donating 5% of non-discounted sales for that day to the school team. We enjoyed our 1st event with Lee High School on Friday 13th. Upcoming high school days:

Monday, March 16: Annandale High School

Tuesday, March 17: Hayfield High School

Friday, March 20: Mount Vernon High School

In-Store Clinics. We will be hosting regular monthly In-Store Clinics starting in April. The Clinics will cover a variety of topics including (but not limited to) common injuries, hydration, nutrition, and a “Ladies Only” night. Please send us your ideas for clinics. A schedule for the next 6 months will be included in our next newsletter.

Lace Up for the Cure. Did you know that over the past 19 years New Balance has been proud to partner with Susan G. Komen for the Cure in the fight to eradicate breast cancer? New Balance will donate 15% of wholesale sales from the Lace Up for the Cure Apparel & Footwear Collection with a guaranteed minimum donation of \$500,000 up to a maximum of \$1 million to Komen for the Cure.

While we are not as big as New Balance, we want to do our part. We will donate 5% of wholesales sales from the Lace Up for the Cure Apparel to the Virginia Breast Cancer Foundation.

Exercise Groups. We are forming 2 exercise groups. We will be driven by the enthusiasms of the participants, so expect the number, focus, timing, and location to morph along the way. We will not be coaching – just providing a time and a reason to

get together. Please email if you are interested in getting on the email list for our groups, but also feel free to just show. We will have the session rain or shine, except torrential rain or storms. To start we will have:

Tuesday evening's 'Add a Workout' group. 1st meeting is Tue 3/24. Time: 6pm. Place: Byron Avenue parking for the CCT, just off Old Keene Mill near Accotink Creek. A low-key workout for walkers and runners of all abilities. Whether you are just starting, maintaining, recovering, or extending, here is your chance to add a reliable evening workout to your schedule. Being flexible on pace is encouraged so everyone can have at least one partner. Our meet-up point is on the Cross County Trail (CCT) about 1 mile south of Lake Accotink, so some can incorporate the lake circuit if the distance is workable.

Thursday's 'Take the Next Step' group. 1st meeting is Thu 3/19. Time: 6:30 a.m. Place: Burke Lake, Shelter 'A' parking, near the brick bathrooms (use main entrance off 123, then right after shack). This group is for those with a current exercise program, and who want to kick it up a notch. If you are a 2 mile walker and want to go longer or faster or start mixing in running, this could be for you. If you are an 8 minute mile runner, and want to bring that 10K time to sub 45, give us a try. With Burke Lake being 4.7 miles around there will be plenty of options – around the lake, out and backs, etc. We can split off into compatible workouts, and we can measure off some interval distances in the future if needed. The South Run RECenter is just down the road if you need a shower afterwards. The shower rate is \$1.50.

There are existing organized runs on Saturday morning around Kingstowne, and Sunday morning at Burke Lake. We will learn more about those groups and should be able to share more information in next newsletter.

Boot Camp. We are looking to start a 2-3x/week outdoor body conditioning/boot camp. We are negotiating with instructors right now so that we can offer the lowest possible price. Stay tuned for more information.

SALES & DISCOUNTS

Remember, join our free Loyal Customer Program and get \$10 in store credits for every \$100 in non-discounted purchases. Get an additional 5% discount on your purchase when you sign up!

A selection of winter and discontinued men's and women's apparel is 30% off. We also have low-impact women's clothing (think yoga and pilates) for 15% off.

Many versions of shoes were updated this winter, so the previous versions will go on sale starting with our Grand Opening on Sunday March 22nd. Come in and check our clearance rack.

Thanks to all for a great 1st month!

Helen and Mark Russell

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