

The Latest News from

Metro Run & Walk, Springfield Virginia

Mark & Helen Russell

SECOND EDITION

MAY 1, 2009

This email is going out to our customers and people who have asked to be included in our Springfield-specific monthly newsletters. To sign up for this newsletter, or to contact us anytime, call our store at 703-913-0313 or send a note to MetroRunWalk.Springfield@gmail.com

NEWSLETTER DEAL OF THE MONTH

We will be announcing special deals every newsletter, and they are good only at the Springfield store until the next monthly newsletter is published.

This newsletter's deal is...

Buy a pair of regularly priced shoes and a pair of socks and receive a FREE \$24 value Metro Run & Walk technical-fabric shirt!

FREE LOYAL CUSTOMER PROGRAM

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 on your next visit 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 Loyalty 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

Our Spring inventory is now fully fleshed out. Come on by for the latest, or cruise our discount racks for a great deal. We have selected apparel and shoes at 30% off, and our clearance apparel rack and odds-and-ends bin are 50% off.

New Products

- We have added a small selection of **Triathlon suits, shorts, and shirts**. Come get one while they last!
- We are now carrying Aquajogger Fitness Systems which includes the aquajogger bouyancy belt, Delta Bells water barbells, and Aquarunners RX foot resistance. The systems range from 89.95 to 99.95 and are excellent for water workouts and cross training.
- IB-Relief has been replaced with Bio-Relief, a completely natural Homeopathic painkiller cream.
- In addition to Bio-Relief, we have added a new Ibuprofen Pain Relief Cream with Lidocaine.
- Need to replenish during or after a long run? We've added PowerBar Electrolytes powder stick packs in both Berry and Lemon.
- Come check out our enhanced stock of Hydration products – from handheld bottles to 6 bottle belts.

IN-STORE CLINICS

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 May 6 – 7:00 – 8:30pm -- Sports Injuries— Sprains, strains, pulls... this list goes on too. Come listen to Dr. Todd Sullivan, Sports Chiropractor, discuss common sports injuries, how to prevent them, and how to treat them.

Saturday May 9 – 8:45am – 10:00am – Outdoor Body Conditioning— Join us as we participate in a free one hour

“boot camp” fitness class conducted by Fitness Image Results.

Thursday May 14– 6:30 – 8:00pm – Speed & Race Walking Clinic -- It's not all about running. Pam Allison, personal trainer from “Time to Get Fit” will be demonstrating and teaching speed and race walking techniques. By the end of the session, you'll have the basic techniques that will allow you to achieve the same cardio workout without all the pavement pounding.

Wednesday June 3 -- 6:30 - 7:30pm -- Foot Health and Sports Injuries — Bunions, blisters, plantar fasciitis, 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 — Its 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 prepare for 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

We are continuing to form running 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. 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.

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

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

While Mark is busy leading the running groups, Helen will focus on starting several walking groups. Please send an email to MetroRunWalk.Springfield@gmail.com with your preferred days, times, and distances. 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.

We do have a group of walkers meeting at South Run Rec Center on Mondays and Wednesday at 9am. Come out and join us if you can.

OUTDOOR BODY CONDITIONING / BOOT CAMP

We are very excited to announce that we are partnering with Fitness Image Results (www.FIResults.com) to host a FREE DEMO of an outdoor body conditioning boot camp on Saturday May 9 from 9am – 10am. Please arrive at 8:45am so that we can start promptly.

To register for the FREE boot camp, please click on the following link: <http://tinyurl.com/c79pvf>

After the boot camp, we will discuss rates and conduct a straw poll to determine availability of interested parties.

UPCOMING SPRINGFIELD RACES & EVENTS OF NOTE

May 2: Registration for the 3rd Annual Got Hope Walkathon at our store. This event was founded and run completely by students at Edison High School and supports American Cancer Society and the Crisis Link (suicide prevention).
www.gothopewalkathon.com

May 3: 31st Annual Patriots' Cup Corporate Challenge 8K (individuals welcome, too) <http://patriotscup.thearcofnova.org/>

May 9: Rocket Run for Autism 5K http://www.active.com/page/Event_Details.htm?event_id=1724410&assetId=2b20bfbb-a625-4f1f-b060-0cd691bce9a5

May 16: Annandale Atoms' 5K Run/Walk <http://www.racepacket.com/result08/may08/atoms5k.htm>

May 16: Got Hope Walkathon www.gothopewalkathon.com

May 16: St. Andrews May Fair 5K Run and 1M Walk http://www.standrews.net/newsletters-a-forms/doc_view/59-fun-run-flyer?tmpl=component&format=raw

May 30: Springfield Days & Fun Run <http://www.springfielddays.com/>

STAFF NEWS

Mark & Helen Russell, owners, can be found at the store most days. Both are avid active lifestyle participants in many runs, walks, hikes, pilates classes, and boot camps. Mark just finished the American Odyssey race which ran from Gettysburg to Washington DC. Helen will be one of several staff members representing Metro Run & Walk in the Patriots' Cup Corporate Challenge on May 3.

John Faith, former Ironman tri-athlete, works Monday – Friday at the store. When not at the store, John is very active with his family and synagogue. John will be running on the Metro Run & Walk Men's team in the Patriots' Cup Corporate Challenge on May 3.

Hillary Lindsay, tri-athlete, works Mondays, Wednesdays, and Saturdays. Hillary is participating in the 3 day Adventure Race this month.

Terry DiJoseph, soccer player extraordinaire, works Tuesday, Thursday, Friday, and some Sundays. Terry just adopted the most adorable puppy! She will also be participating in the Muddy Buddy Race (bike/run) in Richmond on May 3.

Harrison Russell, sophomore at George Mason University, works Monday, Tuesday, Thursday, and some weekends will be participating in the Muddy Buddy Race in Richmond.

Jason Nam, martial arts student, also a student at George Mason University, works Thursday, Friday, and Saturday will be competing with his team at the Muddy Buddy Race in Richmond.

Charles Simpson, a sophomore at Annandale High School, is active on his high school cross-country team and tennis team. Charles was just accepted into the prestigious Governor's School for the summer! Congratulations Charles!

ADDITIONAL INFORMATION

It is a pleasure to meet each of you as you visit us at the store. Please let us know how we can better serve you.

Mark & Helen Russell