

## The Latest News from Metro Run & Walk

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Mark & Helen Russell, Owners

November, 2009

**Welcome to November!** Can you believe it's here already? Of course, November is the month that most of us associate with Thanksgiving, but did you know that it is also Pancreatic Cancer Awareness Month, National Novel Writing Month, Alzheimer's Disease Awareness Month, American Diabetes Month, Lung Cancer Awareness Month, National Homeless Youth Awareness Month, and the month dedicated to the Holy Souls in Purgatory in the Roman Catholic Church?

Not only that, it is quite common for some males in Australia (especially in the city of Melbourne), and New Zealand to sport a moustache during the month of November. The custom is known as Movember (Movember is a portmanteau of the words 'Moustache' and 'November'), and is a fundraising event for men's health issues. One's fashionable appearance often comes second to the calling of Movember. A similar observance in the United States, called No Shave November, involves a full beard as opposed to a mustache.

Want to know more about November? We went to a very reliable source for these facts... none other than Wikipedia.

This month's newsletter:

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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 Thanksgiving, this newsletter's deal is...

<b>NOVEMBER SALE EVENT!!!</b>		DONATE AT LEAST (3) NON-PERISHABLE FOOD ITEMS
		& SAVE 10% OFF APPAREL!!
		<i>OR</i>
		DONATE AT LEAST (6) NON-PERISHABLE FOOD ITEMS
		& SAVE 20% OFF APPAREL!!
		<small>~ All Donations benefit the Assistance League of Northern Virginia's "Weekend Food For Kids Program" ~</small>

### We CAN Do It

Donate 3 cans, bags, boxes, or packages of non-perishable, non-expired food items and you'll receive 10% off all regularly-priced apparel and sports bras. Better yet, donate 6 and receive 20% off all regularly-priced apparel and sports bras.

The food items will be donated at the end of the month to the Assistance League of Northern Virginia for their Weekend Food for Kids program. All food collected will be distributed to children in need in the Springfield and south county communities.

## 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 either nutrition, exercise and fitness, or healthy eating.

This month we are pleased to partner with: Let's Dish! Let's Dish! is a retail, meal-preparation store offering a whole new way to feed families fresh, healthy, nutritious, and delicious food at home. At Let's Dish!, you can either go in and assemble your meal yourself or purchase a meal that is ready to cook at home. Mark and I have been Let's Dish! customers for several years and really enjoy the variety of healthy, nutritious, and tasty offerings each month. We particularly enjoyed October's Pasta Purses.

Let's Dish! is extending an offer to our customers who purchase a pair of shoes in November...

**Buy a pair of shoes and receive a \$10 Let's Dish! Gift Certificate that can be used in person or online. The Gift Certificate is valid for anything in the Let's Dish! Menu offerings from pre-made sides and main dishes to your 4-, 8-, or 12- meal plan. We'll give you the discount card at checkout.**

## OUR ONLINE AND PRINT PRESENCE CONTINUES TO EXPAND

Website [www.MetroRunWalkSpringfield.com](http://www.MetroRunWalkSpringfield.com) ,



We have a new Facebook page. [www.facebook.com/metrorunwalk.springfield](http://www.facebook.com/metrorunwalk.springfield). We invite you to friend us and become a fan.



We also have our Business Page on Yelp. If you have been happy with the service you've received in our store, we sure would appreciate it if you would write a review on Yelp. <http://www.yelp.com/biz/metro-run-and-walk-springfield>



Check out our advertisement in the November/December issue of The Washington Running Report.



Our new brochure! Help us distribute our new brochures to offices, businesses, newsstands, and other public locations. If you know of a suitable location, stop by, give a call, or send us an email [metrorunwalk.springfield@gmail.com](mailto:metrorunwalk.springfield@gmail.com).

## WARMTH 101

The days are shorter, the nights are longer – the weather's getting colder (and, lately, wetter!). Last month we discussed safety issues. At this time of year, outdoor activities are becoming a challenge from another perspective – the elements. Many of us resign ourselves to the treadmill (dreadmill) or indoor activities during the colder months, but the arrival of the cold weather doesn't mean you're relegated to the confines of your local rec center, fitness facility, or basement. With a few simple articles of apparel, you can exercise outdoors comfortably (and with the addition of the visibility items mentioned last month, safely) all winter.

The two major elements we're concerned with here are the cold and the damp. Dressing appropriately for the weather involves a combination of wicking materials, warming materials, and protective materials. This month, we'll briefly discuss the concept of layering.

Layering generally applies to the upper body, from the waist up. Most of us, if we're active enough, can get by with lesser amounts of coverage on our legs – but if you're susceptible to the cold, the principles of layering apply to the entire body. Layering also generally involves three layers as mentioned above.

Next to the skin, the first layer, is the wicking layer. This layer is typically a thin, snug, lightweight layer, also often called the base layer, and is designed to help keep the body dry. (If you perspire as much as some of us, it isn't so much being

dry, as “less wet!”) The wicking or base layer is typically a synthetic fiber designed specifically for wicking – allowing moisture (sweat) to be pulled from the body. These fibers are generally made of hydrophobic (unable to absorb moisture) materials, most often a variant of woven polyester or nylon. Some of the more common brands are CoolMax, DriFit, and Olefin. Some of the newer of these “technical” fabrics incorporate thermal regulation and/or odor neutralization properties.

Once the sweat is wicked away from the body, where does it go? On to the insulating layer – the second of the three layers. The insulating layer is, again, usually a synthetic fiber and is simply a heavier version of the base layer, often with more loft for insulation. This layer can often be worn alone in moderate conditions, combined with the base layer for slightly more severe conditions, and coupled with a shell (below) for the most severe conditions. The insulating layer is commonly napped or brushed on both sides to enhance the loft and surface area of the fabric to provide more insulation.

The third layer is a protective shell of some kind. Some of the newer garments combine the insulating layer with a water- and wind-resistant (or water- and wind-proof) covering, but the more versatile, flexible approach is to have a lightweight shell to top the base and insulating layers. Most of the newer performance shells are water- and wind-resistant, but cannot be advertised and sold as water- or wind-proof unless they have taped seams. Truly water- and wind-proof apparel is often very expensive, and for most of us, the “resistant” materials are more than adequate.

Two areas often overlooked are the head and, to a lesser extent, the hands. “Common knowledge” used to say we lost upwards of 45-75% of our body heat through our heads. This has pretty much been debunked recently – a typical article appears on the HealthLine website, [www.healthline.com](http://www.healthline.com). Specifically, see: <http://tinyurl.com/yzrj7uu>. That said, many of us (especially those of us who are “folically-challenged,”) find it much more comfortable exercising outdoors if our heads are also warm and protected. The same rules for layering the body can also apply to the head, but most of us get by with a good quality polyester knit cap – one sufficiently long enough to cover our ears as well.

Similarly, many of us have issues with our hands, and the same concepts applicable to the rest of our bodies apply here. The “old school” painter’s gloves may provide some cheap, basic protection from the elements, but once these cotton gloves get damp from sweat or precipitation, evaporation literally pulls the heat from our hands, and you’re often better off without them. A better approach is a wicking polyester glove. If you are particularly susceptible to cold hands, mittens offer a bit more warmth, and a protective shell over the mittens offers the best, most complete protection.

Don’t forget your face! Exposed skin and lips need protection from the sun and wind. Lip balm is a must for winter time outdoor activities and if there is snow on the ground, don’t forget to use sunscreen or a moisturizing lotion with SPF.

So – how much to wear? This is truly personal preference and a function of how well you tolerate the cold and damp. One of the members of the staff has reduced his winter wardrobe to a handful of items: a short sleeved technical shirt worn till the temperatures are in the 50’s. A long sleeved technical shirt worn till the temperatures are in the 40’s. Both shirts together till the temperatures are in the 30’s – at which time the shell goes on, with the short sleeved technical shirt till the mid 30’s, and the long sleeved till the low 30’s, at which time both shirts go on under the shell.

There may be times when you want to focus on keeping particular parts of your body warm. For instance, Helen ran the MCM in a sleeveless tank but at the start time it was chilly so used removable arm sleeves to keep warm while waiting. Mark occasionally adds a neck sleeve in the winter when its cold but not cold enough for an extra layer over his core. If just your ears get cold, wear a headband rather than a hat. We call this body warmth segmentation. We know this from our personal experiences, but there is a study that we found “Body Segment Differences in Surface Area, Skin Temperature and 3D Displacement and the Estimation of Heat Balance during Locomotion in Hominins “ that seems to bear this out. <http://tinyurl.com/heatstudy> .

As they say, your mileage may vary, so you’ll need to experiment to find out what’s appropriate for you. We are very lucky now though to have the variety of technical gear available, at all price levels. Once you ditch the cotton T-shirts and cotton sweat shirts and sweat pants for some of the new gear, you’ll never go back (nor will you be so comfortable!).

One of the hardest things about exercising outside in the wintertime is the first few minutes. The house is nice and warm and outside is cold. Before you put on your layers, warm up inside. Run up and down the stairs a few times, do a few push-ups or sit-ups – anything to get the blood moving. Then, put on your layers and get out.

A final rule of thumb - when you first head out the door, you should feel chilly. You’ll quickly warm up, and, if you were warm at the start, you’ll end up taking something off and having to deal with it! This is commonly called the “Twenty Degree Rule.” Dress for 20 degrees warmer than the thermometer says. If it’s 25 degrees Fahrenheit, for example, it will feel like 45 degrees (more or less, depending on the wind). If you feel a bit chilly for the first 5-10 miles, you’ll probably be comfortable during most of your workout.

Have an idea about things you'd like us to write about? Send us your ideas to [MetroRunWalk.Springfield@gmail.com](mailto:MetroRunWalk.Springfield@gmail.com).

## FOLLOW-UP ON THE SAFETY 101 CLINIC

Officer Alice Eggers, Fairfax County Safety & Crime Prevention, came and shared 8 really sensible but frequently ignored safety tips for runners and walkers:

1. **Use common sense.** Make sure your shoes are tied, that you are familiar with the route, that someone else knows you're going out. Run off the street or against traffic. Watch out for cracks or bumps in the sidewalk, or rocks and branches on the path.
2. **Make sure you're visible.** No matter time of day, it's important that you're visible, especially to drivers. Wear bright-colored clothes. When running in the morning, dusk, or night, wear reflective clothes and/or gear.
3. **Don't run alone at night.** There's always safety in numbers.
4. **Always have identification on you.** Put a copy of your driver's license and medical insurance card in your pocket OR wear an ID tag on your shoe. Road ID is a very popular id band that many runners and walkers use. [www.roadid.com](http://www.roadid.com). Consider having your cell phone with you and make sure you have ICE (In Case of Emergency) numbers programmed.
5. **Limit your distractions.** Consider not using your iPod or MP3 player. If you do, at least consider having the volume low or only using one earpiece. Cutting off your hearing means you may not be able to hear oncoming cars, cyclists, unleashed dogs, or any other potential threat.
6. **Don't make assumptions about drivers.** Many drivers aren't paying attention because they are listening to music, talking on their cell phone, or reading a map. Don't assume that drivers can see you or that they will stop, particularly if a light is about to change. Make eye contact with drivers at street crossings.
7. **Watch out for cyclists and other runners.** Even if you're on a path or sidewalk, always be aware of other runners and cyclists. If you're approaching and need to pass someone, communicate and let them know on which side you're trying to pass. Before stopping and turning around, make sure your path ahead and behind is clear.
8. **Trust your instincts.** If a location or person makes you feel uncomfortable, trust your gut and run in the other direction.

Officer Eggers also remarked on the effectiveness of a good yell in stopping the approach or commission of a personal crime or threat. Recommendations on yelling at someone include not using a shrill, "girly" voice. Instead, lower your voice an octave and use a deeper, forceful voice with one/two word commands such as "STOP" or "NO." When trying to call attention or get help, don't yell "Help me" or "Rape". No one will come to your rescue. Basically, people are selfish and act with a mob mentality. If you're in a big crowd and get attacked, and yell "Help!", individuals tend to think that someone else will answer the call for help. This is called diffusion of responsibility. If, on the other hand, you yell "Fire!", people all of a sudden get very worried about their own personal safety and pay attention very well. Once attention is drawn to yourself, the attacker will probably back off or you will be helped.

Matt Geraghty of KRAV MAGA came and demonstrated several self-defense techniques. KRAV MAGA is the official hand to hand combat system for the Israeli Defense Forces with several U.S. Military and Law Enforcement agencies training in the system. Matt showed us how to effectively block and remove choke holds and to execute a groin strike if being held from behind. KRAV MAGA is in the process of designing a Runner's Defense class. For more information check their website [www.kravmaganova.com](http://www.kravmaganova.com) or call 703-339-0881.

Anthony Pellicano of Nova Kali and two of his students came and demonstrated additional self-defense techniques. Kali is Filipino stick, knife, and empty hand fighting. Practitioners of Filipino martial arts are noted for their ability to fight with weapons or empty hands interchangeably. Empty-handed techniques are treated as using just another type of weapon, and weapons training is used to promote proficiency in empty-handed techniques. Anthony started by teaching us how to YELL. We then practiced hand strikes to the face and neck and knee strikes to the groin and knees of the attacker. Nova Kali is also in the process of designing a Runner's Defense class. For more information, call Anthony at 410-900-3202 or email NovaKaliGroup@gmail.com

Thank you to all of our speakers: Officer Eggers, Matt Geraghty, and Anthony Pellicano. We learned a lot from each one and I know that I feel more confident about my ability to effectively respond if a dangerous situation should ever arise.

## METRO RUN & WALK MARINE CORPS MARATHON TEAM 2009, Race Report by Helen

*...The essential thing in life is not so much conquering as fighting well.*  
- Baron Pierre De Coubertin, on reviving the Olympic Games in 1896

I was so incredibly moved and proud of our team members at the Marine Corps Marathon (MCM) this year. While we don't have the official team results, I'm pretty confident we came in last place in the Running Store division. That's OK! We didn't go out to compete and try to win, place, or show; we did it to achieve both personal and team goals.

For Anisha and Harrison, it was their first marathon. For Harrison, it was his first serious running event EVER. Both really wanted just to finish. While Richard has run several marathons before and is a more serious runner, he didn't commit to our team until late September when he joined our staff. He hadn't been training for a marathon. John, being a IronMan from years past was no guarantee that he would be able to run and complete the MCM. For myself, in 1997 I pledged that I would never do another marathon and have struggled with some ongoing health problems and injuries.

We all trained in different ways and with differing levels of intensity and commitment. What was fun was the story-telling and camaraderie along the way. We all got to either boast or commiserate with each other if we had a particularly good or bad training run. Using our own experiences, we were able to share stories with you.

None of us are fast. Our first runner came across the finish line in 4 hours and 15 minutes and our last runner came across in 7 hours and 27 minutes. Being with the first and last team finisher, I can tell you that the sense of accomplishment, the pride and glory, and the personal sense of satisfaction was just as great in both. I observed not just our team members struggling in those last miles, but hundreds of other "everyday" people participating and struggling, but all 1000% committed to finishing.

It's not the distance, but the effort and journey. Congratulations to our Metro Run & Walk Marine Corps Marathon team and to everyone who participated in any way!

## **UPCOMING LOCAL RACES & EVENTS OF NOTE**

### Local Inspirations

In our outreach efforts, we had an opportunity to meet and talk with Julie Childers, Executive Director of Trips for Kids (TFK) Metro DC. TFK is a non-profit 501c(3) organization that helps at-risk youth in the Metropolitan DC area. TFK provides important life lessons through fun and educational nature excursions into Virginia, Maryland, and DC parks and nature areas.

TFK brings fun and excitement to the stressful life of today's DC area youths. These events provide the opportunity to educate children about important issues such as self-worth and responsibility, health, nutrition, environment, careers, and other topical issues. Events are varied and range from Spring Break Adventure Racing Camp, Nature Bike Rides, Safe Routes to School work with local Title-1 schools, Bicycle Rodeo's and community based Health Festivals.

If you are interested in becoming a volunteer in these Trips for Kids events and activities, learn more at [www.tfkmetrodc.org](http://www.tfkmetrodc.org) or email Julie at [Julie@tfkmetrodc.org](mailto:Julie@tfkmetrodc.org).

### Local Races

Looking for races? We've highlighted just a few of some upcoming local races. Many of these races can be found in multiple event sites.

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

11/01 Backyard Burn Fall Trail Run Series 10M/5M, Wakefield Park, Annandale, Virginia  
11/07 BA 5K/1K, Cameron Run, Alexandria, Virginia  
11/14 Get Your Rear in Gear 5K/Open Mile, Fort Hunt Park, Alexandria, Virginia  
11/15 Backyard Burn Fall Trail Run Series 10M/5M, Fountainhead Park, Fairfax Station, Virginia  
11/21 Give Thanks 5K Walk, Potomac Mills Mall, Woodbridge, Virginia  
11/26 Virginia Run Turket Trot 5K/2M, Centreville, Virginia  
11/28 HCSNV Drumstix Dash 8K/1M, Burke Lake, Virginia  
12/06 Backyard Burn Fall Trail Run Series 10M/5M, Hemlock Overlook, Clifton, Virginia  
12/31 Fairfax 4 Miler, Old Town Fairfax, Virginia

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

11/15 MMRF Race for Research 5K, Alexandria, Virginia  
12/31 MADD Red Ribbon 5K Run, George Mason University, Fairfax, VA

[active.com](http://active.com) (search = within 10 mi of 22150, Running)

11/08 Round Robinson 5K, Fairfax, Virginia  
11/14 Ft. Belvoir Turkey Trot, Ft. Belvoir, Virginia  
11/15 St. Rita School 5K, Huntley Meadows Park, Alexandria, Virginia  
11/21 PVTC Cranberry Crawl, Bell Haven Park, Alexandria, Virginia  
11/26 Gonzaga Thanksgiving Classic 10K/5K, Bell Haven Park, Alexandria, Virginia

## PRODUCTS AND DISCOUNTS

Cold weather apparel and accessories have arrived! The selection of styles and colors is really awesome -- pants, tights, long-sleeve shirts, ½ zips. Jackets, hats, gloves, mittens – we have it all. We are particularly smitten with the mitten – a 2-in-1 glove and mitten with a LED light! Comes in black and vizi-glo.

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!

### *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.

ASICS 2150\* (replaces version 2140)  
ASICS DS Trainer 15\* (replaces version 14)  
ASICS Kayano 16\* (replaces version 15)  
ASICS Kensei \*(new to Metro Run & Walk)  
Brooks DYAD 5 (new to Metro Run & Walk)

### **Coming in early November**

Brooks Adrenaline 10\* (replaces version 9)  
New Balance 1064\* (replaces version 1063)  
New Balance 760\* (replaces version 769)

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.

### **Womens Clearance**

Asics Cumulus 7, 10.5, 11D, 11  
Asics Frantic 9  
Nike Pegasus 5.5, 7.5, 9-2A, 9.5, 10-2A, 10.5-2A, 11-2A, 11  
Saucony Ride 9D, 11  
Saucony Omni 10

### **Mens Clearance:**

Asics Cumulus 9.5, 12.5.2E, 14 2E  
Asics Evolution 9, 11  
Asics Nimbus 7.5, 10.5, 12.5, 13  
Nike Pegasus 7.5, 9 2E, 10.5, 11.5 4E, 12, 12 2E, 12.5, 12.5 2E, 12.5 4E, 13 4E, 13  
Saucony Omni 82E, 92E, 9.52E, 10.5, 10.52E,  
Saucony Ride 92E, 9.52E, 11.52E, 122E, 12.5, 13, 14

## IN-STORE CLINICS

As much as we would like to host in-store clinics, we haven't had much turnout. We understand that everyone is busy and that maybe the topics aren't really a match with your interests. So, we're going back to the drawing board. We are canceling the November and December clinics while we work on some very exciting and innovative methods of sharing important, relevant information with you. We'll have an announcement in our January newsletter.

In the meantime, if there is information that we can provide to you, referrals we can extend, advice we can offer, or recommendations we can make, please don't hesitate to call us or stop by.

## RUNNING & WALKING GROUPS

We are working with the Springfield Chamber of Commerce to develop a signature road race for Springfield and the South County. This race will likely be held in conjunction with Springfield Days which occurs the weekend after Memorial Day. We'll be officially announcing the race once final approvals are in place.

If you would like to help make this race one of the best ever, please contact Mark, who is assembling the race committee and lining up other resources.

## LOYAL CUSTOMER REFERRAL

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 Loyalty Credits. The referral cards are in the front of the store by the cash register. Take a few on your way out.

## PHILANTHROPIC SUPPORT

As a means of providing philanthropic support while growing our business, we are now offering "Philanthropic Support Cards." These cards can be distributed by event directors to participants. Every time a card is presented at purchase, 5% of that sale of regularly-priced merchandise will be dedicated and donated to the named cause. If you're organizing an event and would like our help in raising money, just give us a call.

## STAFF NEWS

**Suzanne** is so thrilled for all her MRW marathoners, way to go team!!!! In addition, she is happy to be over the "flu" and is busy contemplating her next training cycle, hmmm, perhaps a half marathon??...

**Richard** is dreaming about traveling to someplace exotic and far away. Maybe not too exotic, but certainly far away is Long Beach, California, where Richard will be spending Thanksgiving. As a nice recovery race from the MCM, he will be running in a Thanksgiving Turkey Trot. (We think that he's running it so that he can have an extra piece of pecan pie.)

**Mark & Helen** are off to Austin TX for the annual Independent Running Retailers Association convention. The latest in shoes, apparel, and accessories will be available for our review. We'll also learn more about the retail industry and how to better serve you. After the convention, we're off to San Antonio to run in the San Antonio Rock n' Roll marathon.

**John** is absolutely delighted with his race (in spite of "running" a PW (personal worst time) in Sunday's Marine Corps Marathon) having had a great time on a stunningly beautiful day, in one of the most beautiful cities in the world, surrounded by 20,000+ of some of the greatest people in the world, and enjoying probably THE most superbly executed marathon in the world. A special heartfelt "Thank You" to the 1,000+ US Marines on the course – you're the best! Semper Fi! PS: He's also thankful beyond measure that he wasn't in Harrison's body anytime this week (but is very, very proud of him)! ;-)

**Harrison** is living proof that any healthy person can complete a marathon with minimal training. He finished, is glad he did it, is thinking about going on a run sometime soon... maybe next year?

**Ben** bravely volunteered to not run the MCM this year so he could be part of the support staff and work at the store. Ben just recently was accepted at George Mason University! Congratulations Ben.

**Charles** placed 25th overall at the Patriot District race, completing the 5K in 16:54. Way to go! Charles will be back on the schedule later this month.

## 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*