

The Latest News From Metro Run & Walk

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www.MetroRunWalkSpringfield.com

Mark & Helen Russell, Owners

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Welcome to Fall! It is a time when we are aware of the changing landscape, especially in the rich colors of the outdoors. I was especially reminded of this when my little 9year old third cousin from Florida was visiting this weekend and squealed with delight at the colors of the leaves on the trees.

Of course, the color we pay particular attention to this month is pink. October is the month recognized nationally to increase breast cancer awareness. Pink is the color that demonstrates awareness and support for breast cancer patients.

Over 3,000 men and women in the Washington DC area and thousands more in 13 other major cities throughout the United States will be walking in the Susan G Komen 3 Day Walk to raise awareness and money for breast cancer research. This year's walk is schedule to start on Friday, October 9, 2009. As you are out and about this coming weekend, if you come across the walkers, take a minute and show your support.

NEWSLETTER DEAL OF THE MONTH

We announce special deals every newsletter good until the next monthly newsletter is published. In honor of Breast Cancer Awareness month, this newsletter's deal is...

Think Pink (and Red)! Receive 20% of all women's apparel that features either anything Pink OR has the Breast Cancer Pink Ribbon on it and all men's apparel that has any red. This applies to all apparel items – both summer and new fall items - all 20% off! And, you still earn bonus credits!

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.

VISIT OUR NEW WEBSITE!

Our new website is up and running! www.MetroRunWalkSpringfield.com This version is very basic and simple. We'll be continually making improvements, so please send us your ideas and feedback.

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.

SAFETY 101

The times are a'changing. We refer, of course, to daylight savings time. In just a few weeks, our daylight hours will shift so that it will be dark when we come home from work and go for our evening walk or run. Until then, however, it's darker in the morning when many of us are used to going out for our morning walk or run.

One of our staff members had a series of incidents happen this past month that brought the fact home that personal safety is a 24/7 concern – especially when you're outdoors exercising. So, we thought this month's article should focus on "common sense" or "conventional wisdom" on safety.

Earlier in the month, a customer came into the store asking for a case to carry her MP3 player while running. Our staff member recalled an incident from years ago – he was running on the National Mall, when suddenly a young woman shot out from a clump of bushes, clutching her half-torn-off running top and shorts, screaming wildly. A

scruffy looking man was running in the opposite direction. She'd been attacked and nearly raped – unable to hear her attacker because she was wearing headphones with her WalkMan.

The second incident occurred two weeks ago when our staff member was returning from a run in his neighborhood. Normally, he runs a loop course in a clockwise manner, always on the sidewalk with traffic. On this particular day, however, he had to cut his run short, so did an “out and back” instead of his normal loop, and he stayed on the same sidewalk, so that on the way back he was running against traffic. On two occasions, cars pulling out of streets nearly struck him, as the drivers were performing a “rolling stop” at the stop sign and looking LEFT for oncoming traffic, completely forgetting to look RIGHT for pedestrians (and the occasional cyclist that insists on riding on the sidewalk illegally). The lesson here is whenever possible to run “with” traffic when running on sidewalks, and “against” traffic when running on the shoulder – and, again, to be very mindful of your surroundings.

The third incident occurred at night that same week, when our staff member was returning home from a meeting and nearly hit a runner, who was correctly running “against” traffic, but who was running on the street, too close to traffic and DRESSED ENTIRELY IN BLACK. Many of us have no choice but to run before dawn or after dusk. In these situations, we strongly recommend wearing light colored clothing and reflective attire – and the running clothing with little reflective logos and stripes simply isn't enough when it's dark. Consider wearing a reflective vest, a reflective belt, or having a multi-mode light. They're lightweight, won't interfere with your running, and are incredibly reflective. We carry a variety of the items in the store.

The fourth incident occurred just this past Saturday. While driving home in the afternoon, he received a frantic phone call from a woman who had called because she'd come upon his wife who had fallen while running and needed medical attention. Fortunately her injuries were minimal, and she ultimately suffered more from embarrassment than anything else. BUT – she'd forgotten to take her runner's ID with her. Imagine if she had knocked herself unconscious instead of merely skinning her cheek, elbow, hand and knee? CARRY AN ID with emergency contact information at a minimum. You may also want to consider putting additional helpful information on the ID – e.g., name of an additional emergency contact, any allergies, and name of physician. An Internet search for “Runner's ID” will turn up many options. In addition, most of the New Balance fall and winter apparel items features an “ICE” or In Case of Emergency tag that you can write on.

The issue/topic of listening to music (books, radio, whatever) while running comes up frequently at the store, with folks coming down squarely on both sides – yes and no. This is obviously a personal choice and personal decision, but we strongly recommend that if you do choose to wear headphones outdoors (indoors doesn't usually present the same issues), you run mindfully – fully aware of your surroundings at all times. You can also run with a group or companion or a dog, or run with only one earphone in. Be aware, though, that paying attention to what's playing through your headphones will certainly distract you somewhat. Just stay alert to what's going on around you.

You can also carry a self-protection device - two of which we carry in the store. The first is a capsaicin pepper spray, “The Runner Self-Defense Spray,” that allows you to carry a powerful, debilitating but non-lethal anti-personnel spray. We also carry a device called “Screecher” - a small air “horn” or alarm that emits a 125 dB piercing blast, readily recognized as a distress call. Both are small, very convenient, easy-to-use dispensers that can easily be carried with you when you're out and about.

It all boils down to “common sense” (which isn't so common after all!) mindfulness and preparation. Think about what you're doing, and prepare for the unexpected. We're not suggesting that you worry so much about your safety that the enjoyment of your activities suffers, but that you take a few simple precautions, and minimize your exposure to the risks out there.

An excellent online resource for safety tips in a variety of conditions can be found at:
<http://www.runtheplanet.com/trainingracing/safety/>

In keeping with the safety theme, we've changed the focus of our clinic this month. On Tuesday, October 20, at 7:00 pm, we will be hosting a Safety Clinic. Officer Alice Eggers, Fairfax County Crime Prevention and Safety Specialist will be speaking. We will also have several professional martial arts instructors demonstrating techniques that you

can easily learn and use if necessary.

PRODUCTS AND DISCOUNTS

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

We've moved the following styles and versions to the shoe 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

Asics Cumulus 6D, 7, 9, 10-2A, 10.5, 10.5-2A, 11D, 11
Asics Evolution 8
Brooks Adrenaline 6.5
Nike Pegasus 5.5, 7.5, 9-2A, 9.5, 10-2A, 10.5-2A, 11-2A, 11
Saucony Ride 9D, 10D, 11
Saucony Omni 9.5, 10

Mens:

Asics Cumulus 8,52E, 9.5, 102E, 11.52E, 12.5.2E,14, 142E, 15
Asics Evolution 9, 11
Asics Nimbus 7.5, 10.5, 12.5, 13
Nike Pegasus 7.5, 8.52E, 92E, 94E, 9.54E, 10.5, 11.54E, 12, 122E, 12.5, 12.52E, 12.54E, 134E, 13, 132E
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

CANCELLED: Wednesday October 7 -- 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. **We are moving this clinic to January to help you stay motivated during the cold winter months.**

NEW: Tuesday, October 20 – 7:00 – 9:00pm – SAFETY 101 – Fairfax County Police Officer Alice Eggers will be speaking on Crime Prevention and Safety while exercising outdoors. We will also be showcasing several martial arts instructors who have developed clinics focusing on self-defense techniques that can be easily learned and applied in the event of an emergency.

Wednesday November 4 -- 6:30 – 8:00 pm-- Ask the Experts & Customer Selected Topic – We'll have a panel of experts including podiatrists, chiropractors, massage therapists, orthopedists, and nutritionists fielding your questions. Send us your ideas!

Wednesday December 2 -- 6:30 – 8:00pm -- Great Christmas Gifts for the Active Lifestyle, Winter Fashion Show

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.

Why even tell you now? Because we are discontinuing the current running and walking groups until after the first of the year. After that, the focus will change to become more of a training group for those who want to set running or walking goals and participate in the new Springfield Days race.

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."

UPCOMING LOCAL RACES & EVENTS OF NOTE

Local Inspirations

When their children were younger, Bob Briggs and Peter Steinberg, Springfield residents, founded the Pyramid Challenge, a cross-country race to promote physical activity and running in elementary school children. Working with teachers, coaches, and PTAs in the elementary schools in the West Springfield High School pyramid, Bob and Peter designed a "gentle competition" amongst the schools. The elementary school with the greatest number of participants takes possession of the Pyramid Challenge Trophy for the school year. The entry fee for the children wishing to participate is a donation of cans of food to benefit "Food for Others," a local food bank. The participating children all wear a race shirt (different color for each school). Imagine over 850 children in 7 different colors running and having a great time. This year's event is the 4th Annual and is scheduled for Saturday October 17 at Irving Middle School. For the past 3 years, Bob has personally purchased and donated the race shirts. If anyone is interested in helping with the cost of the shirts, please contact Bob at PyramidChallenge@ymail.com.

Burke Lake Park and South Run Rec Center team up again to host the 3rd Annual Costume Halloween Run. The race is on Halloween Day, October 31 and you must be in a costume to participate. For more information or to register, call Laurie Strickland at South Run Rec Center, 703-866-0566.

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

10/10 Star Kid 8K, GMU Campus, Fairfax, Virginia
10/18 Run Around the Lake for Wounded Warriors 4.7M, Burke Lake, Virginia
10/24 Occoquan Annual Charity 5K, Occoquan, Virginia
10/25 Valvoline Goblin Gallop 5K/1K, Fairfax Corner, Virginia
11/01 Backyard Burn Fall Trail Run Series 10M/5M, Wakefield Park, Annandale, Virginia
11/07 BA 5K/1K, Cameron Run, Alexandria, Virginia
10/14 Get Your Rear in Gear 5K/Open Mile, Fort Hunt Park, Alexandria, Virginia
10/24 Wolf Trap Run for the Arts 5K/1M, Vienna, Virginia
10/25 Valvoline Goblin Gallop 5K/1K, Fairfax, 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

racepacket.com

10/17 I-Race 5K, Woodbridge, Virginia
11/15 MMRF Race for Research 5K, Alexandria, Virginia

active.com (search = within 10 mi of 22150, Running)

10/10 Knights on the Run 5K, Woodbridge, 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

Other websites - use your favorite search engine and search for these race names

10/17 3rd Annual 5K to benefit MANNA Worldwide, Leesylvania Park, www.imagechurch.com
10/31 3rd Annual Costume Halloween Run, Burke Lake, www.fairfaxcounty.gov/parks

STAFF NEWS

We are thrilled to welcome Suzanne Scoggin and Richard Pine to our staff!

Suzanne has been part of the Metro Run & Walk family for the past 10 years. She was the Operations Manager of the enterprise prior to our purchase of the Springfield store and the sale of the Falls Church and Rockville stores to a

larger running store chain. In addition to her experience in the active lifestyle industry, Suzanne has been running for over 30 years, completed more than 20 marathons (sub 3 hour personal record), 1 ultra, many triathlons including 1/2 Ironmans, and is a previously nationally ranked triathlete! On top of that, she has two teenage children who both enjoy an active lifestyle including running, swimming, and competitive cycling.

Richard has been part of the Metro Run & Walk family for over 5 years, primarily working in Falls Church. He recently graduated from Baylor University and is looking to continue his education in a medically-related field. Also, an enthusiastic active lifestyle, Richard finished his first marathon when he was 16 and is currently working on his 3rd marathon. He has also completed a number of half-marathons and 10-milers and would like to start doing some triathlons.

Helen continues to extend her practical experience to become a Certified Professional Therapeutic Shoe Fitter. In addition, to working with customers in the store, she is on-target with her Marine Corps Marathon training and is actively involved in teaching/advising medical students at UHHS and is helping to initiate a Weekend Food for Kids and New Clothes for Kids program in her work with the Assistance League of Northern Virginia.

Mark has volunteered to be a marathon pacer for the MidSouth Marathon in Wynne, Arkansas held on November 7. Wynne is about an hour west of Memphis, TN. They needed a pacer for the 4:30 group (finish time, not pace -- obviously), so he has signed up to bang out 26 consecutive 10:18 pace miles -- all with an encouraging smile on his face.

John is suffering from a severe lack of base in his marathon training, but is gamely pressing on. He'll remember Mark's "If you were in an emergency situation, stranded 26.2 miles from help, you could certainly do the distance, couldn't you?" admonition on October 25.

Harrison is enjoying his classes at George Mason University. He's getting pretty busy with mid-terms and papers!

Ben is back from his cross-country bike trip (solo!) that he started after Labor Day. Ben faced many challenges, flat tires, miles, and fatigue during his adventure. While he didn't make it across the entire country, he's happy with the effort and the outcome.

Charles continues to focus on school academics and sports. We'll see him back in late-November.

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