

# Latest News From Metro Run & Walk

Mark & Helen Russell, Owners

SEPTEMBER 1, 2009

**NOTE: Early Closing - We are closing at 7:30pm on Wednesday September 2 to host our "Ladies Only - Sports Bra Clinic". Ladies, please join us and receive a 15% discount on all Sports Bras.**

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**NOTE: Holiday Hours - Labor Day, Monday September 7 - 10am - 5pm**

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Enjoy the last week of summer. School starts on Tuesday, September 8.

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## NEWSLETTER DEAL OF THE MONTH

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We announce special deals every newsletter good until the next monthly newsletter is published. Fall and winter apparel is being delivered and checked in daily. In order to make room, we need to clear out the summer items.

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This newsletter's deal is...

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**Receive 20% of all summer apparel items and still earn Loyal Customer Credits! Shorts, Skorts, Tri-Suits, Short Tights, Short-Sleeve Shirts, Tanks, and Singlets - all 20% off!**

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## LOYAL CUSTOMER REFERRAL

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

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## VISIT OUR NEW WEBSITE!

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Our new website is up and running! [www.MetroRunWalkSpringfield.com](http://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

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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.

## 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\* fall apparel that has just started to arrive. All summer apparel is 20% for the entire month of September.

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### 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.

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Asics Nimbus 10 - Womens: 7, 8.5 Mens: 7.5, 8, 8.5, 10.5, 11, 12.5, 13

Asics Evolution 4 - Womens: 7, 8, 8.5 Mens: 9, 10, 11, 11.5

Saucony Omni 7 - Womens: 6, 6.5, 8.5, 9, 9.5, 10 Mens: 8, 9.5, 10, 10.5, 11, 12, 13

Saucony Ride 1 - Womens: 11 Mens: 12, 12.5, 13, 14

### Discontinued Shoes

Nike is discontinuing the Span (light stability) shoe by years-end. If you love the Span and want to continue wearing it, we still have a few in stock

## IN-STORE CLINICS

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**Wednesday September 2 -- 7:30 – 9:00pm — Ladies Only! Bra Clinic 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. **A 15% discount on all Sports Bras will be extended to all attendees - one night only!**

**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.

**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. For the customer selected topic, we have gotten a suggestion for Heart Rate Monitors. Send us other ideas!

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

## RUNNING GROUPS

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Every 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 (703-913-0313) before showing up in case we have made some adjustments that week based on runner interest.

Distances range from 3.5 to 7.5 miles with paces ranging from 7:30 to 10+ minutes per mile.

## WALKING GROUPS

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Every Monday 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 (703-913-0313) before showing up in case we have made some adjustments that week based on walker interest.

## NUTRITION 101

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Last month we discussed the basics of hydration. This month we'll take a quick look at nutrition in general. One thing to remember, both with hydration and nutrition, is that we're all an experiment of one. What specifically works for one person won't necessarily work for another. There are some "universal constants," however. As a gentle reminder, one of those constants, mentioned last month, is **NOTHING NEW ON RACE DAY!**

An excellent background article can be found on the on the eMedicine website, entitled "Nutrition for the Female Athlete". <http://emedicine.medscape.com/article/108994-print>.

The article is geared towards the female athlete, but applies generally to males as well. The first sentence in the introduction mentions "Inadequate nutritional intake is more common in female athletes than in their male counterparts." Interestingly, in a recent conversation, the women's track coach at one of the local universities said that one of her greatest challenges was getting her "girls" (her words!) to eat right. There's such a huge emphasis on appearance and body image, that many of her athletes were short-changing themselves, athletically and physically, in

order to look good.

The article outlines the need to eat, basically, a well balanced diet that includes the macronutrients: carbohydrates, protein, and fat, and the micronutrients: fluids and electrolytes, and vitamins and minerals. The article goes into great detail about computing energy needs, but for our purposes it's important to remember the "well balanced" aspect of our diets – making adjustments according to our activity levels and goals.

For example, in the article "Eat Like a Champion" which appears on the Runner's World website, Chris Carmichael, Lance Armstrong's long time coach, mentions that "...runners need to take a holistic approach to eating and training." "Diet and training are so closely intertwined, they can't be separated," he says, "runners' diets, therefore, need to evolve throughout the year to correspond with particular workouts."

What this means for us mere mortals is that as we approach both our daily training AND those events for which we've been training so hard, be it the Susan Koman 3-Day or the Marine Corps Marathon, we slightly modify our diets to include more carbohydrates than proteins and fats. Carmichael suggests that "...like Lance Armstrong, when you're at the peak of your training, it's important to increase the percentage of carbs in your diet from about 60 to 70 percent to ensure you're giving your body enough fuel to enhance your workouts." This, by the way, is NOT the way we used to do it back in "the day" when we'd gorge on pasta the night before the big event. This is a sure-fire way to guarantee a trip to those infamous porta-potties on race day we mentioned in last month's article!

Also, interestingly, Carmichael points out that the importance of protein in our diet has taken on new emphasis - a concept that's been popping up in athletic circles for the past few years. Carmichael notes the role it plays in helping to transport carbohydrates throughout our system, and goes on to state "Recent evidence shows that adding protein to your high-carbohydrate post-workout meal enables the carbs to move more quickly into the muscles for faster refueling." The article goes on to say "Carmichael advises a ratio of about 1 part protein to 7 parts carbohydrate, although it's more important simply to strive for a protein-carbohydrate combination than it is to achieve that specific ratio."

Again, there are no hard and fast rules – most of this is common sense and listening carefully to our own bodies. Exercise tears down muscles. Rest and nutrition build them back up. We don't get stronger the day we do the hard workout – we get stronger that night and the next day when we rest those specific muscles. (By the way, when we say rest those specific muscles, it doesn't mean we sit on the sofa and eat bon-bons! We do something different. If we're a walker or runner, perhaps we go for a swim or a bike ride.) In order for the muscles and the rest of our body structures to regenerate and rebuild, they need proper nutrition and hydration.

For more information on hydration and sports nutrition, we suggest making an appointment to see Rebecca Mohning MS, RD, LD (571-437-5249), or simply searching the web for reputable cites including eMedicine, and the American College of Sports Medicine.

## UPCOMING LOCAL RACES & EVENTS OF NOTE

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### National Events

September 18th is the 4th Annual National [Run@Work](http://www.rrca.org/programs/runatwork/) Day. This event is presented by the Road Runners Club of America to promote physical activity and healthy living through running or walking. Find out more at: <http://www.rrca.org/programs/runatwork/>

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

9/12 South Fairfax Chamber of Commerce Race without Limits 10K, Lorton  
9/19 Prince William Forest Park 12 hour Trail Run. Triangle, Virginia  
9/20 Navy Federal 5K, Vienna  
9/20 Our Lady of Good Counsel Fall Festival 5K and 1M Fun Run, Vienna  
9/26 Asha-Jyothi 5K, Fairfax, Virginia  
9/27 Kit Callahan's Miracle Mile 10K, George Mason University Campus, Fairfax  
9/27 Dash for Dad / Depend 10K and 2K Fun Run. Alexandria  
9/27 National Capital 20M/5M, Alexandria, Virginia  
10/10 Star Kid 8K, Fairfax, Virginia  
10/18 Run Around the Lake 4.7M, Fairfax Station, Virginia  
10/24 Wolf Trap Run for the Arts 5K/1M, Vienna, Virginia  
10/25 Valvoline Goblin Gallop 5K/1K, Fairfax, Virginia

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

9/19 ROCKS 5 Miler, Burke Lake  
9/20 PVI RunFest 5K, Fairfax  
10/14 Bishop Ireton 5K, Alexandria, Virginia

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

9/7 Abebe Bikili Day International Peace 1/2 Marathon and 1 Mile, Alexandria  
9/19 New Orleans Rebirth 5K, Alexandria  
9/27 National Capital 20M / 5M, Alexandria  
10/10 Knights on the Run 5K, Woodbridge, Virginia  
10/17 TPK 5K/1M Fairfax, Virginia

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

9/12 Women of Noble Character 5K Run/Walk, Springfield, [www.womenofnoblecharacter.com](http://www.womenofnoblecharacter.com)  
9/26 Walk for the Kids, Lake Accotink [www.2540.com](http://www.2540.com)  
10/31 3rd Annual Costume Halloween Run, Burke Lake, [www.fairfaxcounty.gov/parks](http://www.fairfaxcounty.gov/parks)

## STAFF NEWS

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**Helen** went to New York City and completed 16 hours of training in Professional Therapeutic Shoe Fitting at the Eneslow Podorthic Institute. After applying this training for 250 hours of patient contact, Helen will complete the certification requirements to become a Certified Therapeutic Shoe Fitter.

A Certified Therapeutic Shoe Fitter is a healthcare professional who has demonstrated their qualifications and competency through a thorough and detailed examination process. This individual has been specifically educated and trained to provide non-custom therapeutic shoes and on-custom multi-density inserts. This includes patient assessment, formulation of a treatment plan, follow-up and practice management.

**Mark** enjoyed the week long family vacation in Emerald Isle with the whole clan -- Helen, kids, his parents, his sisters and their husbands. Lots of eating ensued. That combined with a strained hamstring made for a very relaxing August.

**John** and family will be out the first week of September on their annual pilgrimage to the Emerald Isle. As stress-free as working at MRW is, John is looking forward to the quiet cup of coffee in the morning watching the sun rise and cold gin and tonics at the end of the day as it sets! With luck, he'll get in a few runs and bike rides as well, as he is woefully under-trained, and has the Reston Triathlon coming up September 13, and the Marine Corps Marathon October 25.

**Harrison** started his fall semester classes at George Mason University. He's looking forward to the cooler weather helping with his MCM training.

**Ben** is leaving for his cross-country bike trip (solo!) after Labor Day. Come on by and wish him luck (he'll need it!). We hope to see him back by mid-November.

**Charles** starts his senior year at Annandale High School. He'll be taking a break for the month of September to get into his routines taking many AP classes and running on the Cross-Country team while being Editor of the School Yearbook.

## ADDITIONAL INFORMATION

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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*