



"Your Local Running Specialty Store"

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Mon - Fri. 10 am - 7 pm; Sat 10 am - 5 pm

MRC Newsletter ***April 2009 Issue***

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Finally!! The coldest of the weather and the snow on the ground are gone! The trails will begin to see more traffic and the sun will start to shine more often. With those things in mind, be sure you listen to your body as you transition from the treadmill to running outside. It is a different feeling, so work up gradually and enjoy the season!

New Summer Hours!!

Starting Monday, April 6, 2009 we will be staying open until 7 pm Monday-Friday. We hope this will allow you more opportunity to come visit us!

April is Here!

Just because it is April, you don't need to be a fool! Here are some things to keep in mind as you get back into the swing of things.



Races!

Races will start to crop up now as we enter the racing season. Make sure you check out our race schedule on our website. Please inform us on any race information you would like to share as well. We also always have the information wall at the store with brochures for local races and results, so feel free to stop by and see what is happening!



Check Your Shoes!

It's probably time to check the age and wear of your shoes. You may think that you *just* got your shoes or that they should last a long time, but keep in mind that shoes have a lifespan of 300-500 miles or 6 months. It will vary between type of shoe, brand, and other factors as to the longevity of your shoes life, but if you start to ache, it is most likely the shoes.



Apparel!

New spring apparel continues to come in every day. Make sure you are ready when the days get warmer, by trying the wicking fabrics that not only feel great, but look great too! Be sure to include your feet when you look for wicking products, as they can make the difference by preventing blisters and chaffing.

New Product!!



Sole Platinum Orthopedic Sandals

The orthopedic shape of **SOLE Platinum Sandals** provides a continuous contact point across the sole of your foot, molding over time to provide just the right amount of customized support for your foot. This prevents the aches and pains of unsupported arches from developing, so you can wear SOLE flips all day long, free from pain and fatigue.

The North Face Rucky Chucky

Named after the river crossing at mile 78 of the Western States 100, the Rucky Chucky is engineered to withstand long distances. The ultimate high-performance mountain-running shoe for endurance athletes, this shoe is geared up with Tenacious™ Grip outsole; providing excellent on/off-road traction and stability under a variety of conditions and terrain.



Items of the Month!!

Every month in this section you will find special deals at the store that will apply for the entire month of this newsletter. Discounts will not apply to these deals and will only be available while supplies last, so “run” in before they are gone!!

SPRING CLEANING TIME!!

For the month of April, all winter apparel will be 40% off. So don't wait, come in and get it before it's gone until next year.

We are also introducing the **Shoe Sales table**. On this table will be shoes that are **drastically** reduced in price in order to make room for new shoes. Sizes and styles are limited, so come check out the selection. They make a great supplementary pair to the ones you have.

Shoes will be priced between \$55-\$85!

April Events

**Mizuno Run With Us Event – April 16th 3-7pm (Check out the other attachments in the email for more info)

**Pearl Izumi Promotion

- 90 day satisfaction guaranteed trial
- \$10 off purchase
- Refer to the other email attachment for the \$10 coupon

Upcoming Races!!

APRIL

Apr. 4: Nutri-Nature 10 mile trot and 2 mile stroll (Junction City, KS)

Apr. 4: 14th Annual Dog-N-Jog (Manhattan, KS)

Apr. 11: Eisenhower Marathon, ½ Marathon, 10K and 5K (Abilene, KS)

Apr. 11: Easter Sun Run 10K/2 mile (Wichita, KS)

Apr. 18: Dutch Mill 5K Fun Run and Tot Trot (Wamego, KS)

Apr. 19: Spring Migration Triathlon (Emporia, KS)

Apr. 19: Kansas Marathon, 10K, 5K (Lawrence, KS)

Apr. 25: Arbor Day Fun Run (Manhattan, KS)

Apr. 25: Emma Creek Women's Classic Walk/Run/Jog (Hesston, KS)

Apr. 25: Free State Trail Runs (Lawrence, KS)

Apr. 25: God's Country Duathlon (Lawrence, KS)

Apr. 26: The Trolley Run 4 Mile Run/Walk (Kansas City, MO)

MAY

May 9: To the River and Back 5K/10K/Family Run Mile (Lawrence, KS)

May 9: 33rd Annual Bank of America River Run 10K/ 2Mi. (Wichita, KS)

May 10: Mother's Day 5K (Overland Park, KS)

May 17: BikeSource Duathlon/Triathlon (Olathe, KS)

May 31: Kansas City Triathlon (Lee's Summit, MO)