

- For Immediate Release -

**Spring Into Summer Running Tips
Grand Opening of Running Room's location at Mall of America
May 28, 2014**

- [*5 Top "Spring into Summer" Running Tips from John Stanton*
- [*Running Room store launch at Mall of America*
- [*Meet one of North America's foremost running icons, John Stanton*
- [*Support Bolder Options and healthy youth development*

Minneapolis, MN – May 14, 2014 – The Running Room is delighted to open its 10th location in Minnesota at Mall of America on Wednesday, May 28th in support of Bolder Options. The grand opening features a "Summer Kick Off" Run/Walk hosted by Running Room founder John Stanton. Fitness enthusiasts of all fitness levels are invited to enjoy a 3 Mile/ 1Mile Run/Walk beginning at 6:00pm from Mall of America at 161 West Market.

Meet John Stanton, one of North America's most respected voices in the running world. John provides the following tips for summer runs and training:

"Spring into Summer" 5 TOP Tips from John Stanton:

1. Hydration - Drink at least two cups of water before and a cup for every 15-20 minutes during your run.
2. Sun Protection - Wear a vented cap, sun visor, sunglasses and protective sunscreen. If you are sun sensitive or concerned about sun exposure, wear some of the new long sleeve Coolmax or Drylyte shirts. They are both safe and cool.
3. Reduce chafing - Vaseline under your arms and inner thighs and gentlemen - around the nipples, and ladies - under the bra line. This will reduce chafing - a common problem in the summer months.
4. Pacing - Adjust your intensity to the temperature. In extreme conditions, slow down your pace.
5. Diet - Make sure you have a variety of fruits in your diet. Watermelon, oranges, bananas, strawberries are a good way to take in vitamin C and potassium - two nutrients that are lost when we sweat.

Running Room's founder, John Stanton is pleased to open a new location at Mall of America and support the work of Bolder Options, "Teaming up with Bolder Options is a great opportunity to engage youth and encourage healthy life skills." He adds, "We're thrilled to also be working with the team at Mall of America to increase awareness and inspire others to elevate their fitness levels."

"Bolder Options brings healthy habits to kids through activity-based mentoring. Working with the Running Room is a natural fit. We're grateful that they've chosen us as a charitable partner so that we can introduce a healthy lifestyle and

the joys of running to youth in Minnesota," explains President of Bolder Options, Darrell Thompson.

**Grand Opening: Mall of America store & "Summer Kick Off" Run/Walk
Meet John Stanton: North America's foremost running icon**

Community Partner: Bolder Options

Where: Running Room's newest location, 161 West Market

When: Wednesday, May 28, 2014 **Time:** 6:00pm

Entry: \$10.00 with 100% to Bolder Options

Every participant receives a medal presented by John Stanton

Media Welcome to attend!

Meet John Stanton:

Running Room Founder and President, John Stanton is available for media interviews in Minneapolis from Tuesday, May 27 through **Wednesday, May 28th** and prior to the **grand opening at the Mall of America** location that evening at 6:00pm. John Stanton is fondly recognized as the iconic face on loaves of Silver Hills "The Big 16" Bread, available in the US and Canada.

About the Running Room

The Running Room was founded in 1984 in one room of an old house shared with a hairdressing shop in Edmonton, Alberta Canada. The newest store at Mall of America marks the Running Room's 10th store location in Minnesota. Today, this family owned company is one of North America's most recognized names in running and walking.

About Bolder Options

Bolder Options is an innovative organization focusing on healthy youth development. The comprehensive mentoring program, wellness activities, and leadership opportunities coordinate family, community, school, and county resources in a united effort to support youth who are at-risk for dropping out of school or becoming involved in delinquent or unhealthy behaviors. Bolder Options engages youth and mentors in goal setting, physical activity, tutoring, and community involvement to build confidence, maximize potential, and encourage healthy life skills. In 2013, the organization served over 1600 youth throughout the state of Minnesota.

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