

- For Immediate Release -

**Running Room's Grant Crossing Grand Opening March 26
in support of Make-A-Wish Eastern Ontario and
Spring In Your STEP Running Tips**

- *5 TOP "Spring In Your Step" Running Tips from John Stanton*
- *Running Room Launches new location – Grant Crossing, Stittsville*
- *Meet Canada's foremost running icon, John Stanton*
- *Support Make-A-Wish Eastern Ontario*

Ottawa, On – March 5, 2014 – The Running Room is delighted to launch its newest location on Wednesday, March 26th in support of Make-A-Wish Eastern Ontario. The grand opening of the Grant Crossing Running Room store features a **“Help A Wish Come True”** Run/ Walk, with proceeds to Canada's largest wish-granting organization. Running Room founder and Order of Canada recipient, John Stanton will host the public event inviting fitness enthusiasts of all fitness levels to enjoy a 3K Run/ Walk beginning at 6:30pm from 5507 Hazeldean Road, in Stittsville.

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

“Spring In Your Step” Top 5 Running Tips from John Stanton:

- **Run for time not distance**, especially if you're just starting or coming back to running. Your muscles, tendons and bones need to adapt to the stresses of training.
- **Pick a goal race.** Your training runs will have a new purpose and will become more enjoyable and easier with a goal. If you've taken the winter off, choose a realistic goal race and don't start off too fast to avoid injury.
- **Prepare for varied weather conditions** on race day. Spring races in Canada can present weather conditions on both extremes.
- **Stick to your training program.** Don't get too excited about the changing season and increase your mileage too quickly. At the same time, don't get distracted.
- **Keep your running social and personal.** Training with a group will keep you inspired and provide knowledge, emotional support and fun. But remember to compete only against yourself!

Running Room's founder, John Stanton is pleased the Grant Crossing store opening will bring community awareness to Make-A-Wish Eastern Ontario. “We are all inspired when we hear the strength and hope that comes when children with life-threatening illnesses are granted a life long wish. So we're delighted to make this our charity of choice for our Grant Crossing store launch.”

CEO of Make-A-Wish Eastern Ontario, Mike Wlotzki says, “We are proud to continue our partnership with Running Room Inc. It is because of the generosity and efforts of our

contributors like Running Room that we are able to grant wishes to children in our community”

Grand Opening: Grant Crossing Store & “Help A Wish Come True” Walk/ Run

Meet John Stanton: Canada’s foremost running icon

Community Partner: Make-A-Wish Eastern Ontario

Where: Running Room’s newest location, 5-5507 Hazeldean Road

When: Wednesday, March 26, 2014

Time: 6:30pm

Entry: \$10.00 with 100% to Make-A-Wish Eastern Ontario

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 the Ottawa region from Tuesday, March 25th morning through **Wednesday, March 26th** and prior to the **grand opening of the Grant Crossing** location that evening at 6:30pm. Order of Canada recipient, John Stanton is the author of ten books on running and walking.

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. The success of the Running Room is reliant on the fact that it doesn't just sell shoes and equipment; it sells a commitment to active living. Today, this Canadian company is one of North America’s most recognized names in running and walking.

About Make-A-Wish Eastern Ontario

“Make-A-Wish® Eastern Ontario is proud to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Make-A-Wish Eastern Ontario is a part of the largest wish-granting organization in the world and can be found in over 36 countries on five continents.

For media interviews, please contact, Deirdre Rowland, media@cmepublicity.com or 778-888-9974.

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Media Contact:

Deirdre Rowland

C Me Communications

250-538-1107 Office

778-888-9974 Mobile

media@cmepublicity.com