

- For Immediate Release –

Put A Spring in Your STEP with hot fashion trends from the Running Room *Runway*

Newest spring fit wear takes a bold step forward...

Fashion forward style for inspiration and functionality

4 hottest running fashion trends for women

Running Room Launches 2 new locations – Queen's Park and Downtown Yonge

Meet Canada's foremost running icon, John Stanton

Toronto, On – March 5, 2013 – We're taking fashion off the runways and onto the roads and sidewalks. With a new approach to its spring line of fit wear, Running Room's functional running gear just became more desirable. Along with the launch of two new Running Room stores in the G.T.A., this spring marks a new spring line collection that takes a true running piece and marries it with newer designs such as patterns and lace print. The new spring catalogue features a host of new runner friendly apparel that will feel even better to wear and run in.

The new line for women includes stylish pinks and greys and patterns that are feminine and subtle. There is also a new convertible jacket that lends itself nicely for ventilation. The sleeves can be removed revealing a vest that is comfortable on its own or worn over a top. According to Running Room's head apparel buyer, Jessica Britton, the emphasis is on feeling good. "We know that if you look good, you're going to feel good too. So we have designed some gear that features stretch panels made of lace, jackets that are snazzy and can be transformed into smarter, smaller vests that are functional at the same time."

As for HOT RUNNER TRENDS for women – Here are the TOP 4 FASHION FOCUS TRENDS:

Bright, bold colours are in

Prints are in especially space dye, lace prints, stripes

Super soft, premium fabrics

Apparel is more fitted for the true runner

Another trend emerging is the evolution of the sports bra. Britton says the old white sports bras that made their debut are no longer in demand. "It's patterns, patterns, and more patterns. Colour is important too and functionality. We have really seen the transformation of the sports bra in the last 3-5 years." She adds, "Now the focus is on every woman in the right bra for her. We're also stepping out with bold, bright patterns and colour for every woman of every size."

"It's very exciting to prepare for the grand opening of two new Running Room locations in downtown Toronto and to showcase our new run wear at the same time," says John Stanton, founder of Running Room and Order of Canada

recipient. "We are hearing from our customers that they want to enjoy the running pieces as much as they do going out for a run. Regardless of body type there is something for every body."

Items from the Running Room's new spring line apparel are available in stores across Canada. Look for newer pieces being added weekly. The new catalogue will be available by mid-March.

Meet John Stanton:

Running Room Founder and President, John Stanton is available for media interviews in the Toronto/ GTA region from Tuesday, March 19th afternoon through **Wednesday, March 20th** and prior to the **grand opening of the Queens Park** location that evening at 6:00pm. He will also be in the area from Monday, March 25th till Wednesday, March 28th for the **grand opening of the Downtown Yonge Street location**. Order of Canada recipient, John Stanton is one of the most respected voices in the running world.

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 new stores in Toronto mark Running Room's 118th and 119th store locations in North America. Today, this Canadian company is one of North America's most recognized names in running and walking.

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