

– FOR IMMEDIATE RELEASE –

## **Running Room Adapting with Virtual Programs Amidst the COVID-19 Pandemic**

**Edmonton, AB – April 9, 2020** – Running Room, like many businesses, are looking for ways to adapt and engage with the community amidst the COVID-19 Pandemic. With brick and mortar stores closed, Running Room has launched a free Virtual Gait Analysis program, added curbside pick-up and launched a free Virtual Race Series to continue supporting physical activity in the community.

As encouraged by the government and health agencies, many people are turning to running and walking while practicing physical distancing. “Exercise, like running or walking, is good for our physical, mental, and spiritual health. A daily solo run helps in empowering us to deal with the day’s challenges,” says John Stanton, founder of Running Room. “Please be aware and mindful of physical distancing measures while enjoying your solo run or walk outside.”

The free Virtual Race Series helps to inspire and motivate people to get active by themselves or with their families while following physical distancing measures. Fun new events are posted each week and are attainable for runners and walkers of every level.

To ensure people are wearing the proper footwear, Running Room’s free virtual gait analysis program allows people to get fitted without having to leave their homes. Curbside pick-up at designated locations and shipping direct to homes are currently being offered to those who purchase from Running Room’s online shop.

Running Room also continues to offer their online training programs, Learn to Run to Marathon, and adding an Endurance Maintenance program to help those who want to maintain their fitness level. Many running tips and resources are also available on their website and blog.

### **About Running Room:**

Running Room is a proud Canadian family-owned company. It originated in 1984 and has built its reputation upon product innovation, quality, and knowledge of the sport of running. The company has over 90 locations across Canada and the United States. Running Room is truly a store for runners, by runners. For more information, go to [www.runningroom.com](http://www.runningroom.com).

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