

MEDIA ADVISORY
Wednesday, September 18, 2013

**First Responders and Canadian Armed Forces Personnel
Honoured at Running Room**

Ottawa, ON – September 16, 2013 – Running Room invites members of the media to our “Run Club” at 6:00pm on Wednesday, September 18 at the Running Room store, at 901 Bank Street.

As part of “First Responders Week” all Canadian Armed Forces personnel and first responders will be honoured and recognized for their service to Canadians at home and abroad. Please join us for “Run Club” this Wednesday at 6:00pm.

In attendance:

- John Stanton, founder of the Running Room, named an Honorary Lieutenant Colonel in 2009
- Ottawa Police Chief, Charles Bordeleau
- First responders, CAF personnel, and their supporters, to be presented with a free commemorative dog tag necklace, as a show of Running Room’s support of their service

Quotes:

John Stanton:

“I encourage first responders and Canadian Armed Forces personnel to join us for “Run Club” and be recognized for their amazing work on behalf of Canadians. These men and women deserve our respect and admiration. There is no better way to do this than to honour them during First Responders Week.”

Chief Charles Bordeleau:

“As first responders we always have to be at our best in order to serve the community and our physical condition is a major component of that. Running is one of the ways my family and I stay fit. It’s great to see initiatives like Run Club hosted by the Running Room available to everyone to improve their fitness level. We hope to see many first responders out this Wednesday.”

WHEN: Wednesday, September 18, 2013 at 6:00 pm

WHAT: “Run Club” event to introduce First Responders, recognize their service, present all attendees with a commemorative dog tag necklace

WHO: John Stanton, Founder of the Running Room
Charles Bordeleau, Ottawa Chief of Police

WHERE: Running Room, 901 Bank Street location

During “First Responders Week”, from September 16-22nd all Canadian Armed Forces (CAF) personnel and first responders will receive recognition in Running Room stores across Canada, as a thank you to them for their courage and commitment. This includes a 20% store discount. New Balance will also donate \$10 to the Canadian Red Cross for every pair of New Balance Shoes purchased by members of the CAF as well as the RCMP, Police, Sheriffs, Firefighters, Ambulance Workers, Paramedics, Search & Rescue Personnel, Customs Officers, Correctional Officers, and 9-1-1 Dispatchers.

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. Today, this family-owned company is one of North America’s most recognized names in running and walking. 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. For more information about the Running Room, please visit: www.runningroom.com.

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

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