



NEWS

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RGR, a unique specialty running and multi-sport store, opens November 5 in Stone Oak Plaza Phase II

Triathletes, swimmers and runners of all abilities in San Antonio have reason to celebrate! **RGR** (Run Gear Run, LLC), a unique running and multi-sport store for year-round athletes, opens Wednesday, November 5 in Stone Oak Plaza Phase II. During the Grand Opening Week from November 10 to 14, representatives from the major athletic manufacturers featured in the store will be on hand for product giveaways and information. A calendar is posted on **RGR's** website (www.RunGearRun.com) with specifics.

RGR was conceived during a 5K race on a cool, overcast December morning in the South Texas hill country. After years of struggling to find the right product, with the right information at the right price, founder Amber Anthony was convinced she could offer more. **Run Gear Run, LLC** was founded a month later as a partnership between Anthony and Ashley Rosilier, and the driving mission has since been to provide better price points and product knowledge for the **RGR** customer. Since the company inception, Anthony and Rosilier have stepped beyond the role of athletic consumers into that of product researchers and consumer advocates.

RGR offers a three-pronged marketing approach in its new store: competitive pricing on the newest technical running, swimming and biking gear and apparel; accessible information and advice on products and technologies; and, onsite training programs. In line with this approach, **RGR** is the first specialty running/multi-sport store in San Antonio to aggressively use the Internet as a key business strategy. On its website, **RGR** will feature its full product line, as well as interesting and useful resources for local and national runners, swimmers and triathletes .

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The store will also feature an Internet-connected information kiosk to be used by customers for online race registration and obtaining additional information about products.

Training is another focal point for **RGR** and will be offered for all levels of athletes – from someone attempting their first 5K to more intensive programs for marathons and triathlons. The store is bringing two well-respected, national programs to San Antonio: *Team Danskin*, Sally Edwards' official training program for the *Danskin Triathlon* and *USA Fit*, the marathon training program founded by Denis Calabrese . Amber Anthony is also a certified Level 1 coach for *USA Triathlon*. RGR's first training program, an all-women's group for the 3M Half Marathon and Relay, begins November 8; and in February, the store will start a walking program culminating with the local *Race for the Cure* in April. Details can be found on the **RGR** website.

RGR will carry technical and innovative products from well-known manufacturers as well as specialty items from up and coming vendors:

- New Balance, Saucony, Mizuno, and ASICS running shoes and apparel
- The latest in technical clothing from Hind
- Swimwear staples from TYR and Arena
- Cutting edge swimsuits from EQ and Splish
- Athlete nutrition products from Clif, Accelerade and Endurox R4
- Training gear from Timex, AquaSphere, Zoomers, and others
- Books and informational resources for runners, swimmers and triathletes of all levels

RGR is located at 18720 Stone Oak Parkway Suite 150 in Stone Oak Plaza Phase II and will be open Monday through Friday 10 a.m. to 7 p.m. and Saturday 10 a.m. to 6 p.m.