THE RIGHT FIT FOR EVERY RUN

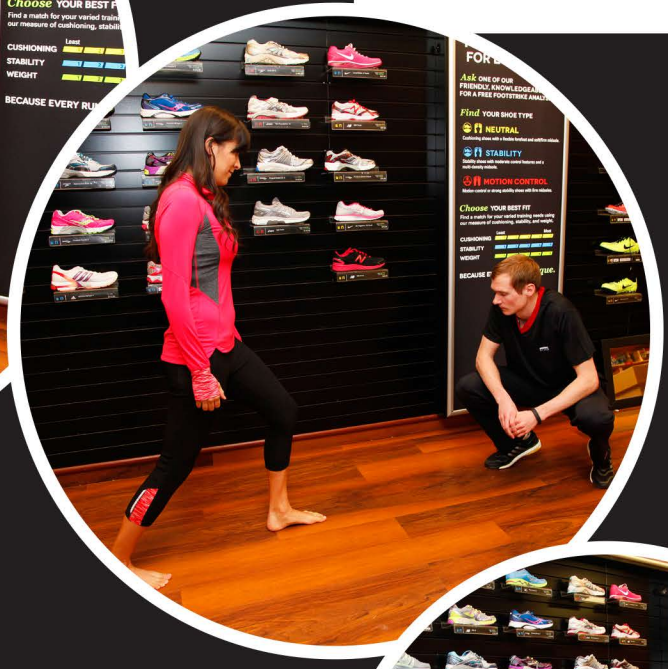
DO YOU PICK THE SHOES OR DO THE SHOES PICK YOU?

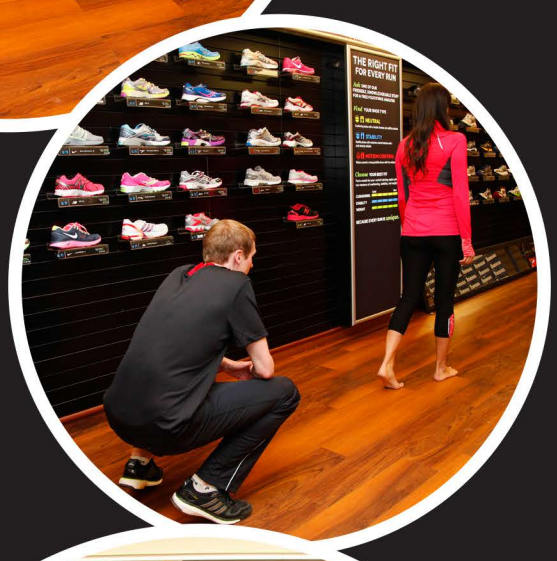
As runners we all know how important it is to have that perfect shoe. We also know how varied our training needs are from endurance training to strength training to speed training. And all of these types of training have different demands on our bodies, so specific footwear options are needed. Are the shoes the most vital part of our training though or is it the run itself?

WE BELIEVE IT'S BOTH.

Footwear is all about comfort and support but with so many configurations within the standard Neutral, Stability and Motion Control categories how do you choose the best shoes for each of your training runs? We now offer a measure of cushioning, stability and weight for all of the shoes in our footwear collections to help guide you to narrow down the options and to get the right fit for your running needs.

We invite you to get familiar with this new level of detail in our footwear assortment, and to take advantage of a free Foot Strike Analysis and let our expert sales associates guide you towards the ideal fit for all of your training needs.





NEUTRAL

BEST LAST: Curved-lasted shoe for low or moderate rearfoot stability.
BEST SHOES: Cushioning shoes with a flexible forefoot and soft/firm midsole

- Feet and ankles roll to the outside.
- Arches are high and/or rigid.
- Knee remains in a neutral position or moves outwards through footstrike.
- Shoe wears along the outside of the sole.

STABILITY

BEST LAST: Semi-curved.
BEST SHOES: Stability shoes with moderate control features, such as moderate pronation control, moderate heel counters and a multi-density midsole. These features also provide extra cushioning and an excellent degree of stability.

- Normal-sized arch. Runner lands on the outside of the heel and then moderately rolls inward (pronates).
- Semi-flexible arch that requires varied degrees of support.
- Knees slightly roll in when bent.

MOTION CONTROL

BEST LAST: Straight or semi-curved for maximum rearfoot stability.
BEST SHOES: Motion-control or strong stability shoes with firm midsoles. A wide landing base and control features, such as a strong, rigid heel counter, keep the heel secure and reduce the degree and rate of pronation.

- Additional extended multi-density posting on the medial side adds motion control.
- Feet and ankles roll in (pronate) excessively.
- Low/flat arches.
- Knees move inward when bending.
- Midsole of shoe breaks down quickly.

TIPS FOR SHOE BUYING

1. **Spend Time** - Walk and run in the shoe. Don't buy shoes because they worked well for someone else. Test them out.
2. **Take Along Your Old Shoes** - A pair of running socks & your orthotics. Our Running Room staff can "read" your wear pattern, and it is important to be fitted with the same sock you will run in.
3. **Tell Us...** - About your running history, goals, past injuries, the type of training you do and what has or hasn't worked for you in the past.
4. **Running Room Footstrike Analysis** - Whether you have a rigid or flexible foot, a low or high arch, or are flat-footed, makes a difference as to what will best suit you.
5. **Comfort** - Pressure spots or loose fitting shoes will be susceptible to blisters. If your foot slides excessively, you will also lose energy on the push off.
6. **A Snug Fit** - Pull the laces so that you have a feeling of security without discomfort.
7. **Selecting The Right "Last" (Footbed Construction)** - All shoes are constructed over a form called a "last". The three predominant shapes today are the "straight," "curved" and the "semi-curved". If you have a curved foot and wear a straight shoe, you will feel pressure on the inside of your big toe, and you will tend to roll off the outside of the shoe.
8. **The Selection Process** - Our Sales Associates will assist you in selecting two or three models in a category that will work best for your footstrike. Compare several models for proper fit as you walk or run in each of the shoes; at some point the shoes will choose you.
9. **Running In Cross Trainers or Aerobic Shoes?** - Running shoes are designed for a forward motion and cushion the impact specific to running. Cross trainers and Aerobic shoes are designed for more lateral support and toe flexibility. If you use them as your running shoes, you'll risk injury
10. **When To Buy A New Pair** - Often, a shoe's upper is still in great shape, but the cushioning and motion control has been lost. A test? Mark the date that you bought your shoes, and drop by the Running Room after you have logged approximately 800km or 500 miles to compare your old shoes with a new pair. The key to keeping off the injury list is to replace your shoes once they begin to wear or break down.