



Madison's Premier Running and Walking Specialty Store

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Welcome to Berkeley Running Company

Issue: 24

May 2009

In This Issue

[Black Tie 5K Run/Walk](#)

[Runner's Clinic](#)

[Berkeley Group Runs](#)

Team Berkeley Has Now 90 Members



The Berkeley Running Company continues to invite you to join us as we promote fitness and wellness throughout the area. Whether you are a walker, jogger, triathlete, and/or marathon champion, you are welcome to be a member of Team Berkeley. Our members are from all over Wisconsin with Ted being the latest member to sign up. For more information one can contact [Eric](#) or visit us [on-line](#).

Happy Birthday Berkeley!

Next week is our second birthday as we opened our doors to the public for the first time on Friday, May 11, 2007. We have been proud to support the Greater Madison Area and beyond with not only quality apparel and shoes, however, with our caring and sincere customer service. Our staff takes wonderful pride assisting everyone with their personal goals and objectives. We look forward to continue to serve our loyal customers during the next twelve months.

Spring

We are one week from our second annual Black Tie 5K run. The event is a part of our Berkeley Running Company's birthday week and the many spring graduation ceremonies. The run/walk will be held on Thursday evening, May 14, here in Shorewood Hills. One can either register online at [active.com](#) or in person here at Berkeley.

In closing this month, may you be able to continue to embrace the beautiful spring weather that lies in front of us with your daily walks and/or runs. As always, the Berkeley Running Company is happy to be a part of your own personal journeys.

Happy Fitness Our Friend,
David
Berkeley Running Company

Upcoming 2009 Local Events

May

10th-5K for Kids Mother's Day Run, Fitchburg ([website](#))

14th-Black Tie 5K Run/Walk, Berkeley Running Company, Madison ([website](#))

16th-Syttende Mai Run/Walk, Madison to Stoughton ([website](#))

16th-The 2nd Annual Better Life 5K, Memorial High School, Madison

17th-Cellcom Green Bay Marathon, Green Bay, WI ([website](#))

24th-Madison Marathon ([website](#))

2nd Annual Berkeley's Black Tie 5K Run/Walk

When: Thursday, May 14, 2009 at 5:45 P.M.

Where: Berkeley Running Company, Shorewood Shopping Center (3234 University Avenue, Madison, Wisconsin)

Course: The course strolls through the beautiful Village of Shorewood Hills - expect some extended flats spots and some rolling hills, and a whole lot of fun!

Entry Fee: \$15 for youth (under 18), \$20 for adults (18 and over) *Register at [active.com](#) or click here for the [Registration Form](#)*

Charity: Profits will support the student running group at Glendale School who are training for the Madison Marathon 5k.

Injinji Five Toe Socks

The Berkeley Running Company is proud to announce the arrival of yet another new apparel piece during May...the five-toe [Injinji](#) socks.

The key design principal in the development of the five-toe sock was to create the best possible interface that allowed the entire foot to perform naturally and freely inside shoes, just like being barefoot. The human foot has toes to facilitate proper balance, posture, stability and grip. Each series of Injinji patented tetratsoks are specifically designed to enable your entire foot to perform naturally and efficiently from your heel to five toes inside your shoe. By providing a restriction free environment, your toes are able to become activated, providing you with increased dexterity, tactile sensitivity and allowing them to perform as they were intended.

Dress up in your favorite black tie or graduation gear if you dare!

UW Sports Medicine's Runner's Clinic

Bucky Recently we had a chance to meet and visit with Bryan Heiderscheit, PT, Ph.D., Director of the UW Health Sports Medicine Runners Clinic. Bryan provided us with a wonderful tour of his clinic and the diagnosing services the clinic provides to walkers/runners.

As mentioned on the Sports Med website, Professor Heiderscheit joined the Department of Orthopedics and Rehabilitation in January of 2003. His research interests include understanding and enhancing movement coordination as it relates to pathology and aging to improve clinical interventions. Prior to joining the faculty of UW, he was an assistant professor at Des Moines University and established a motion analysis laboratory for clinical and research purposes.

The clinic, open Wednesday afternoons, is part of the UW Sports Medicine and is housed at the Research Park Clinic. Typical clients have chronic or acute injuries, says Heiderscheit, and want to solve any mechanical problems causing or contributing to them. Madison Magazine recently printed a fine summary of Heiderscheit and his staff in a story titled, "[Off and Running](#)". Madison Magazine

Bryan can be reached via his email address of Heiderscheit@pt.wisc.edu.

U-Rah-Rah Wisconsin!

5K for Kids Mother's Day Run

The [5k for Kids Mother's Day Run/Walk](#), presented by V Ventures, consists of a 5k run or 5k walk. Either one you do, your efforts will be benefiting the American Family Children's Hospital and all that will pass through their doors. You can register the day of the race at McKee Farms Park at 8:00 am.

[Click here to view the event organizer's website](#)

Madison Marathon Expo

Just as last May, the Berkeley Running Company will have plenty of their quality apparel, much needed late minute assessories and a wide spread of nutrition products available at the Madison Marathon Expo on Saturday, May 23. Our friends from CW-X and Skirt Sports will also be on hand to assist with their athletic gear. We invite you to come and visit with our friendly staff in booths 6-9. This year's expo will be held at Exhibition Hall A at the Alliant Energy Center from 9-7.

Psss... according to the official [Madison Marathon website](#)... As of 5/05/2009, there were only 75 remaining slots for the full marathon! The half marathon has just 495 spots left.

Blue Mounds Trail Run

The 6th Annual [Blue Mounds Trail 15K and 6K Run](#) will be held at the State Park with the same name on June 6. The Berkeley Running Company is proud to be a sponsor of this spring's run. A limit of 300 participants has been set for the event. Proceeds benefit the Friends of Blue Mound State Park. The Friends support many projects in the park every year, from trail maintenance to fund raising for a new all season shelter and learning center at the trailhead.

Berkeley Group Runs

Berkeley and our Friends at the Birkebeiner Headquarters

The Berkeley Running Company has joined hands with our friends associated with American Birkebeiner again this summer. Beginning in a few weeks the Berkeley Running Company will hold weekly Nordic Walking training options with the Running Company's very own, Rolando Cruz. These group walk sessions will not only help promote a healthier lifestyle, but prepare interested participants to take part in the [Second Annual Birkie Trek](#) on September 19.

Isthmus Runner Blog

Shelby Anderson shares his thoughts on running here in Madison. The Berkeley Running Company is proud to have Shelby's work on our website.

If you haven't read the [Isthmus Runner](#) blog lately, we encourage you to read Shelby's thoughts on his latest marathon races and how one becomes a year round runner.

We are fortunate to have several options for you to join one of our group runs/walks. Please RSVP if you will be joining us for the first time for a session by either calling the Running Company at 608.395.2375 or emailing us at info@berkeleyrunningcompany.com. Most runs will leave from the Berkeley Running Company unless otherwise indicated below.

To get your training week started, join Colleen and David on Monday afternoons at 3:30 for a 9:30 per mile group run.

On Wednesday evenings at 5:30 Laura leads a running group for a 3-5 mile run through Shorewood at a 10-12 minute per mile pace.

Local Ironman Joe Prestigiaco will lead a group from Berkeley each Thursday evening at 5:00 for an eight mile run to the square and back at a 7:45 minute per mile pace. Joe has participated in every Ironman Wisconsin and has a wealth of information on the multisport event.

We will begin our walk/run group again for the summer on Saturdays at 9:00. This group will walk/run 1-2 miles each weekend, meeting at Berkeley.

Sunday mornings we continue our up tempo option runs at 7:00. When can one have the opportunity to run with several marathon winners like Paul Riley and Bryan Schneider? The two runners and Joe Marks, Boston Marathoner, lead the group at a 7:00 minute per mile pace for approximately eleven miles.

Also on Sunday mornings join area runners for a comfortable 10K run through the Arboretum as this group leaves from Victor Allen's on Monroe Street at 7:30.

If you would not mind area runners joining your group's run each week, let us know and we will put your run on our website and in our monthly newsletter. We can be contacted at info@berkeleyrunningcompany.com

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Berkeley Running Company

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