



Ultra Running Outtakes | June 2018

Be A Part of Our "Grand Slam" Summer!

While the longer days and warm weather are always exciting here in Charlotte, we are particularly enthusiastic for the season to begin in 2018. URC is excited to announce that owner Nathan Leehman will be running the *Grand Slam of Ultrarunning*, consisting of four 100-mile races in just 11 weeks. This series involves four of the country's most well-known and longest running distance foot races:

- *The Western States Endurance Run* June 23rd
- *The Vermont 100 Endurance Run* July 21st
- *The Leadville Trail 100* August 18th
- *Wasatch Front 100 Mile Endurance Run* September 7th

"I'm incredibly lucky to have secured entry to these 4 storied runs and will be attempting to complete them alongside 26 competitors from around the world. I also get to race with Nicole Kalogeropoulos and Jason Tischer, two fantastic athletes & friends who will push me every step of the way.

Even better? I'll be joined by the best crew chief in the country, the lovely and talented Courtenay Leehman and an astonishing crew of trail running legends: Charlie Engle, Suzanna Bon, Ken Michal, Karen Gerasimovich, Karen Tancuan, Mosi D. Smith and many more." - Nathan

We'll be holding a series of events highlighting these races and the many people running them at the Ultra Running Company over the next four months. Be sure to stop by either store and "follow" us on *Facebook* and *Instagram* to find out how *YOU* can be a part of this epic endeavor!



Nathan's Notes

Imagine my surprise when I found out our new website - launched over a year ago - had an option for customers to subscribe to a newsletter. I swear, I had no idea the option existed. Even more amazing: hundreds of you chose to "opt-in" and hear what we had to say.

Which, of course, posed a problem: We weren't sure what it was we wanted to put out there.

The funny thing about most of us here at the Ultra Running Company is that, despite the fact we love to see people come in to our stores, despite the fact we love to talk to our fellow runners on the street and the trail, despite the fact we spend most of our free time trying to figure out how we can help our friends and customers be better runners, we're actually pretty introverted folks. What we really want to do is talk about YOU and figure out how we can help YOU achieve your goals. We know what we can do, and we know what we believe...our goal at the Ultra Running Company is to help each and every customer be the best runner they can be and find out exactly where the limits of their own personal achievements lie.

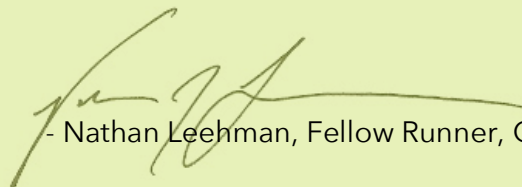
Bottom line, it's never been about us. It's about you, our customer, and we'll never forget it.

With that said, we're not shy about our opinions. We think there's a right way to run, and everyone is capable of doing it. We think each individual runs differently, but certain fundamentals can make each and every person more efficient, suffer fewer injuries, and increase both speed and distance. And we think you, our customer, deserve to hear fact-based information. At an absolute minimum, when you walk into a running store you should be confident the people serving you are giving you facts. And so often, I believe they are not.

We'll be using this newsletter to let you know what we're up to. We come to work every day excited about the shoes, clothes and necessities available to our customers, and even more excited to be able to share our knowledge with anyone who walks in the door. This is our chance to let you know what we're excited about even when you can't make it to our Myers Park or SouthEnd shops. And I'll be using this section to personally expound a bit on our philosophies and beliefs. I'll share the real stories behind running technology, shoe design, product positioning and the shoe business. I'll tell you the good and the bad behind the products you see on shelves, and I'll provide insight on how you can run mile after mile while having fun and remaining as injury free as possible.

You trust your local running store with your health and wellbeing, and you trust us to give you the best information possible. The Ultra Running Company has a truly unique approach, and this space is where I'll share the philosophy behind it.

Watch. This. Space.



- Nathan Leehman, Fellow Runner, Owner, The Ultra Running Company

What's New At URC?

New Product Launches

There's always something interesting happening during the summer! Most shoe brands like to update their shoes around this time, and our friends at *HOKA One One* are no exception. The *Clifton* has been a standout among the HOKA lineup for a number of years, and the latest version launches June 19th (although we will be offering online and in-store preorders prior to that date). We're super stoked and will be hosting a market launch on **June 25th at 6:30PM** during our weekly *P.U.B. Run!* If you want to come out, have a good time, and be one of the first runners in the Queen City to try on the latest edition of the *Clifton 5*, put *URC-SouthEnd* (conveniently located at 110 West Blvd, in the heart of South End, Charlotte) on your calendar. We will be launching the new shoes prior to the run, and our 1-mile, 3-mile and 5-mile runs are followed by drinks at *Pop The Top Bottle Shop*, pizzas from *Blaze Pizza*, and - as always - great conversation with amazing friends.



Other June Product Launches: *Saucony Freedom ISO2* (road - June 1), *HOKA Torrent* (trail - June 10)

Brand Introduction

We will introduce our newest running brand, *ToPo*, to the Queen City on June 9th and can't wait to have you all come on in and try them on. We are excited to carry the *Magnifly 2*, the brand new *Ultrafly 2*, and the proven *Terraventure* - three fantastic models your feet will thank you for.



Not familiar with this brand? Awesome. We love talking about new things. We don't bring in new brands often, but after *two years* of consideration and testing we decided to team up with *ToPo* to fill a clear gap in the Charlotte market. *ToPos* have a wide toe box, a very athletic fit around the ankle, and anywhere from 0 to 5mm heel to toe drop. This our first shoe that accommodates the natural shape of the human foot with some level of elevated heel. Support for the *ToPo* approach has been exceptionally strong throughout the national running community, and we are excited to bring this unique running experience to town. The *Ultra Running Company* will be the only store in Charlotte featuring *ToPo's* run-specific shoes and we'll have both road and trail options between our two stores. We're super excited about that!!

Products We Love

If you've been into one of our stores, you know we like to carry the best products there are.

Squirrel's Nut Butter



Not only is **SNB** an awesome product, but it also has a great backstory: *Chris Thornley* developed this topical treatment to address symptoms of his son's eczema, only later realizing his creation was also a great lubricant. He shared it with a friend of his who happened to be a tree-topper. Since days of climbing and cutting trees apparently lead to significant chafing, the first place he put the salve was, well, you know... Oh, did we mention his friend's name was "Squirrel"? It was thus through practical application the name **Squirrel's Nut Butter** was born. Awesome, right?!?

We typically avoid duplication in any accessory category but decided to bring in **SNB** despite the fact we're still really big fans of and continue to use **Body Glide** as well. The next most common question is probably what you're already thinking. Why the exception and what are the major differences between this anti-chafe salve and **Body Guide**?



THAT'S EASY. We really like both of these products, but Squirrel's Nut Butter is actually an ALL-NATURAL alternative to the well-known **Body Glide** formula. The only ingredients used in SNB are coconut oil, cocoa butter, beeswax & vitamin E oil. We like that we recognize and can pronounce these ingredients - they even have a vegan salve that uses candelilla wax instead of beeswax. Bottom line: if you're in the market looking for something totally different to try out, we think SNB is worth a shot! FYI, they also have a Foot Salve called Happy Toes, which we're using liberally simply because the scent is so off-the-chart!

The NAKED Running Band

We've been running with the **Naked Running Band** for over four months now and it's just fantastic! Keen observers will quickly note the *Naked Band* looks "somewhat" similar to existing products from **NATHAN**, and



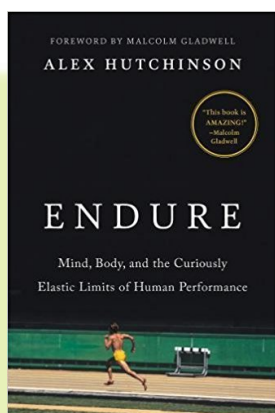
while we love the *Hipster/Zipster* duo for practical daily use, the **NAKED** Band is an industrial-strength version designed to support your longest runs. We have found that regardless of distance, the **NAKED** band does not ride up over time. It's unique reverse-pocketed design allows the runner to carry a surprising amount of gear - including as much as 32oz of hydration and poles! You can even attach your race bib as noted in the stock photo above...a

really cool feature! All that, and the band still **WILL NOT MOVE**, even on trails. If you seriously don't believe us (or do, and just want one), stop by our Myers Park location and try it out yourself!

Interesting Reads

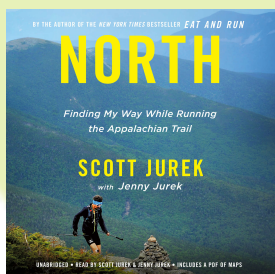
We work hard to stay up to speed here at the Ultra Running Company, and that means our team takes in a lot of information about running. We hope by sharing the books, studies, podcasts and films that catch our eye we can help our friends find content worth their own time. This month we have our “hot takes” on two books receiving attention throughout the running community.

Endure by Alex Hutchinson



While the URC staff enjoyed the insights of *Endure*, we found very few takeaways that would help the average runner cover long distance more effectively. Our take is the author was highly focused on elite athletes running at the very highest levels. It may be good for folks at the tip of the spear but much less relevant to a day-to-day athlete. Full of interesting information, frequent references to studies and well-known companies, athletes and popular culture, we found very little information that the average person can incorporate into their daily running habits. Nathan said, “It’s a fine read, but I didn’t find myself going back through it to revisit specifics that we could apply to the casual runner.” So, there’s that.

North - Finding My Way While Running by Scott and Jenny Jurek



At the other end of the spectrum, *North* is far more anecdotal but well laid out from two very unique perspectives. *North* is a light read capable of inspiring hardcore athletes and weekend warriors alike. It’s full of great stories from one of the most well-known athletes in long distance running and provides great on the physical, mental and emotional demands of a fully engaged lifestyle from the athlete and his crew. Regardless of who is reading, it’s likely to inspire people to do or at least TRY one of these epic endeavors - whether that be a 200-mile run or an overnight hike. Most importantly, it shows us that even the best athletes have to fight challenges that hold them back from their best performances. Which we think is pretty cool.

Hey! We’d Love Your Help!

Have you read these books already? We’d love to hear what you thought about them! Are there books or podcasts you love that we should check out? Are there products you’ve heard about that you wish we’d cover? What topics are you having trouble finding out about, and wish we’d dig into? Send any and all thoughts to us at info@ultrarunningcompany.com. We always love suggestions, and maybe you’ll see your request on these pages in the future!

