



## PRESS RELEASE

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### NEW ENGLAND RUNNING COMPANY HONORED AS ONE OF THE 50 BEST RUNNING STORES IN AMERICA

**Local specialty running retailer recognized as one of the country's best at  
Dec. 9 ceremony at The Running Event in Austin, Texas**

**AUSTIN, Tex. (Dec. 5, 2011)** – New England Running Company a local specialty running retailer located at 43 Enon St. Beverly, MA 01915, was recently recognized as one of The 50 Best Running Stores in America<sup>®</sup> by two leading trade and consumer publications *Running Insight* and *Competitor Magazine*.

New England Running Company took its place among the country's elite retailers following an extensive nomination and review process throughout 2011. The judging culminated in the store's recognition at a gala awards ceremony in Austin on Dec. 9, 2011, as part of The Running Event, an annual conference and trade expo for specialty running retailers. The 50 Best Running Stores in America awards program and The Running Event<sup>®</sup> are registered trademarks of Formula 4 Media, LLC, Great Neck, N.Y. The awards program is co-sponsored by *Competitor Magazine*, a publication of Competitor Group, Inc., San Diego.

The local retailer was recognized by a panel of industry experts for its outstanding service, product knowledge and merchandising. New England Running Company receives a commemorative plaque and window decals so that they can promote the honor to customers.

"Specialty retailers are the heart and soul of the running business and it was a pleasure and privilege to recognize these stores for their excellence in customer service and community support," said Mark Sullivan, editor of *Running Insight*, a Formula 4 Media publication. "The 50 Best Running Stores in America represent the best that our industry has to offer in terms of customer satisfaction and superior retailing."

Adds Doug Kaplan, Senior Vice President and Publisher for the Competitor Group, "Running stores are so critical to the growth of the sport and the business and deserve to be recognized for all they do."

Kaplan continues, "Supporting this program is one of the most important initiatives we do all year. Run specialty stores role in expanding running participation is good for everyone involved in the running business, not to mention the benefits it has on America's health."

The process of compiling a list of the top 50 running shops in the country began early in 2011 when Formula 4 Media, with the help of *Competitor Magazine*, began to collect and evaluate nominations from runners, soliciting feedback from consumers on their favorite running stores. More than 150 stores received nominations, and a panel of industry experts from Franklin Resource Group mystery shopped each nominated store to evaluate it on 20 different aspects of retailing, including product knowledge, environment and community involvement.

A special report on The 50 Best Running Stores in America appears in the December issue of *Competitor Magazine*.

For more information on The Running Event or The 50 Best Running Stores in America Awards, contact Mark Sullivan at 646 319 7878 or [msullivan@formula4media.com](mailto:msullivan@formula4media.com).

For more information about the Competitor Group, visit [www.competitor.com](http://www.competitor.com).

To learn about *Running Insight*, contact Troy Leonard at 352 624 1561 or [tleonard@formula4media.com](mailto:tleonard@formula4media.com)

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