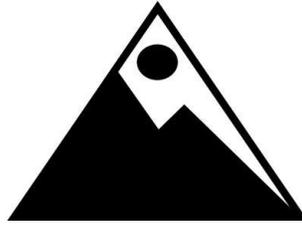


Outdoor



Loyalty

## Three Women Runners/Outdoorists; Personal Stories of their Journey through Time and Pace



In an earlier blog on [OutdoorLoyalty.com/blog](http://OutdoorLoyalty.com/blog) site about Women and Running, our focus was on the demographic of women 30-60 years of age who are actively participating in outdoor running both personally and competitively as an outdoor activity. Our emphasis was on how to market to this group from the viewpoint of an Outdoor Retailer.

This statistical category constitutes the largest group in the Running World as a whole. It encompasses 3 generations (Boomers, GenX and Millennials) as a very dynamic Outdoor Group increasing at a very fast pace. An Outdoor Industry

Association's research study shows that 35% of female U.S. outdoor consumers participate in running/jogging events, which is one of the top traditional outdoor activities among women.

At this point, in this blog, I want to take Outdoor Running to a new level and introduce three incredible women, Michelle C, Angie K and Michelle H, also known as "Show Me Your Pace" from St. Charles County, Missouri. They are going to share their "WHY" for running and how running has brought them together as not only bloodlines but a "running family". Their support and motivation for each other are the "heart and soul" of their longevity and success in running.

**Their Individual Stories:**

**Angie K.- "Running has been a part of my life since high school. I would frequently run short distances but did not compete. My Sister approached me and our other siblings to compete in**

a Half Marathon together. I began training in the fall of 2010 for my first race scheduled for April 2, 2011. The training for this race motivated me to run longer distances. I started training with the two Michelles in the Spring of 2014. We had all signed up for our first Full Marathon and we were all so very determined to succeed (finish). Since then, we have been training and running periodic races together. I can say, in my heart, that I am connected to an amazing group of inspirational women who enjoy running just as much as I do. We are an ambitious, devoted and supportive group of women that keep each other inspired, accountable and motivated to run. I look forward to our next "accomplishment" that we WILL conquer together".

Michelle C.- "I have been health conscious since my mid-20's and after getting married , turning 30 and having two children fourteen months apart, I was craving a sport that would provide the elements of cardio, outside activity time and some 'me' time. (not to mention losing the baby weight).

Running was not the answer I was seeking, however, it found me and I took off. Soon I found that friends and team mates saw me as a 'runner'. I started my running journey on March 19th, 2012 with a two mile run. The goal was to stay below a 10 minute/mile pace, without a walking segment, and I did it. After registering for my first Half Marathon and completing it (with the help of Angie K. running by my side) I finished on October 7, 2012 with a time of 2:05.00. That 'runner's high' took over as I crossed the finish line and I was hooked! With the help and encouragement of Angie K. and Michelle H., each training run and race, the passion and determination to continue and excel, has elevated me to become a better Person, Wife and Mother. I give thanks, many times over, to these two powerful women."



Michelle H.- "My journey began on July 8, 2012 at approximately 9:08AM. It was 'THE' day and I decided after 6 solid months of training on an Elliptical and watching Michelle C. post to social media every day her journey with tracking her activity, that I would give this thing called 'running' a shot. This was my very first attempt at 'running' in many, many years. I took off in my neighborhood with no expectations at all. I had no goal or agenda but to just try." It was a very hot and humid day, but I was so excited to see what I was capable of doing as a runner. It felt like I was back in school getting ready to take a test that I wasn't sure I had studied enough for. Little did I know that a solid 3.46 mile run at a pace of 11:30/mile would be the 'gateway', if you will, to my very first 5K run on Oct. 7th, 2012 placing 3rd in my age group. A fellow runner at that race told me, from that point on, I would be 'hooked'. Here I am, 3 years later, with 3-4 minutes shaved off my pace...I'm not exactly sure where I'd be today without the support of my 'Sole Sisters' Angie K. and Michelle C. While we are family through marriage, I feel our true bond has been created through our running and support to each other. They have supported me, not only through the tough training, but have given me a level of confidence and strength I did not know existed. My personal accomplishments, within

the sport of running, are at a level that is far beyond what I could have ever expected because of them. How could I ever repay them for the gift of fitness, strength and camaraderie all rolled into one?" "THANK YOU"...



So as the saying goes, "Families that play together, stay together"...Show Me Your Pace has come together as a strong trio of women who support each other in this crazy "sport of running" over the last 5 years.

Combined, they have 13 years of competitive running experience and thousands of training miles annually. They have completed Full Marathons, Half Marathons and multiple 10K-5K runs. There are many more races and running adventures in the future for these women too!

The inspirational stories experienced by these three outstanding women/runners is what we here at OutdoorLoyalty.com believe is where the heart and soul resides in the "Outdoor Experience". Their running activities inspire them, and many other women, to get outside and experience who they really are. Outdoor Retailers in the St. Charles area, including St. Louis, should consider sponsoring this level of running. HOW ABOUT IT?

Remember our tagline: Reward...Outdoor...Activities [www.outdoorloyalty.com](http://www.outdoorloyalty.com)

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