

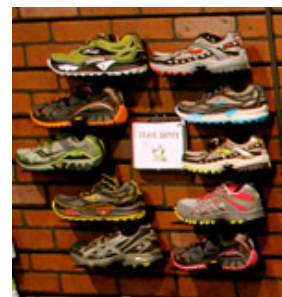
NOTE: To ensure the unfettered delivery of the Scranton Running Co. Newsletter, please add info@scrantonrunning.com to your contact list!

Tick tick tick tick tick....your holiday shopping clock is counting down fast and furious in a manner resembling that annoying stopwatch from CBS' 60 Minutes. Find yourself wandering the malls or surfing the web and still coming up empty? Your gift-giving deadline looms, but you can rest easy knowing that your elfen friends at the SRCo are here to help.

The following is the 1st Annual SRCo Top Ten Holiday Gift List for the runner, walker or fitness enthusiast in your life!

10. Trail Shoes

In this latest episode of Scranton Running TV, Matt Byrne discusses all things trail shoes. The NEPA cloud is upon us, folks. This collection of incredibly well designed footwear is a great go-to for inclement weather runs, or just a regular jaunt on the trails. [Click here to watch the video.](#)



9. Books

Yes, some people still read them. Believe it. So if you know one of these reading people, these soon-to-be-extinct relics of an era gone by, we have some great books in stock including those by the legendary George Sheehan and notable running author Mark Will-Weber. Fantastic reads and a no-brainer gift option.

8. Garmin 110 GPS Watch

"That was a great workout, but I wonder how far I went?" is a question you'll never again ask yourself after a run or walk. Having accurate workout data (distance, pace) is essential to monitoring your progress and current fitness level. The Garmin 110 (with optional heart rate monitor add-on) accurately records your distance, time and pace. Data from each run is stored in the unit so you can go back and review how you did last week or last month, or upload to the Garmin Connect website for more detailed analysis. Embrace your inner techie geek and load up on this fantastic training aid.



7. Nutrition

Our selection of nutritional items, from Clif Bars to Powerbars, to Gu and Accel gel, to Endurox, Accelerade and Vita Coco Coconut water, embody all that is the perfect "stocking stuffer." Sure beats the traditional Hanes tees and socks and in your stocking, eh?

6. Socks

Don't underestimate the importance of a great sock. The days of sweaty cotton booties -and the discomfort they cause- are over. Pick up a few pairs of moisture wicking socks including the double-layered Wright sock, which transfers the friction from your skin to the fabric, or a pair from the super popular and high-tech Balega line. Your footsies take you places every day. They deserve to be pampered.



5. Coaching and/or Nutrition Plans from the Run SMART Project

So you got your properly fitting shoes at the SRCo, now what? Most are baffled as to how to take the appropriate next step. What could be more thoughtful or sincere than the gift of health and professional



guidance? The SRCo has teamed up with the experts at Run SMART, including the world-renowned Dr. Jack Daniels, to offer those in the area the highest quality, specifically tailored training and nutrition guidance available today. We're beyond excited with this alliance, particularly because of their proven ability to work with people of all ages and ability levels. [Click here to learn more.](#)

4. Tifosi Sunglasses



Just because the NEPA cloud will persist over the course of the next few months doesn't mean there isn't a glare that needs to be dealt with, especially coming off of a freshly fallen snow. Or that your eyes don't need to be shielded from a retina-chilling wind. Many of our Tifosi models come with multiple shades of lenses, including clear so you can protect your eyes at night without disappearing into a giant pothole that you never saw.

3. Tia's Tips

Tia has built quite a following in just a short period of time. And that's because she knows how to pick 'em...outfits that is. Our own little fashion icon. They grow up so fast. As previewed on the SRCo. Facebook page last week, here are Tia's Tips for Winter 2011!



The Triple-Take Turnaround Lookback Outfit: White Asics Cableknit Beanie, Indigo Nike Chamois Half-Zip, Black Nike Thermal Pant, Gray/Purple Nike Air Max shoes

The Dreamy Fabulous Ensemble: Multi-color Asics Beanie and Glove Set, Blue Half-Button Asics Aijo Hoodie, Black Asics Aijo Pant, Pink Nike Free shoes

The Social Status Climber: Neon Brooks Essential Run Vest, Black Brooks Utopia Thermal Hoodie, Black Saucony Drylete Tights, Gray/Purple Nike Air Max shoes

The Game Changer: Brooks Utopia Soft Shell, Black Saucony Drylete Tights, Black Saucony Kinvara shoes

2. SRCo Gear

We kinda like our logo. It screams who we are and what we care about most: hometowners looking to get NEPA runners and walkers in the right shoe. Hope you like it too. If so, pick up an SRCo tee, or our new SRCo hats, or gloves, or visors, or mugs, or water bottles...you get the picture. We got gear!



1. SRCo Gift Certificates!

It's like getting a key to our city. What could be better? Pick them up through our website or in the store. This is a great angle to play if you want to gift a pair of shoes, but don't feel comfortable buying a pair for someone else. We couldn't agree more. We take the subject of a proper shoe fitting very seriously. And that can't occur unless we get to spend time with the lucky him or her in person.

Happy Holidays from all of us at the Scranton Running Company. It's almost been six months since we embarked on this great but challenging journey. We plan on being around for a while and we hope that you'll come visit with us soon. We aim to do great things in the community in 2011.

Godspeed,
The SRCo Team

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HOURS OF OPERATION: M-F: 10-7, SA: 10-6, SU: 12-5



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