

# **ATHENS** **RUNNING** **COMPANY**



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ADPR 5920 Spring 2024

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**SITUATION**

**STATEMENT**

# CLIENT OUTLINE

## Client History

Athens Running Company is a local business that was founded in 2010 that specializes in selling shoes for a range of athletic activities. They prioritize finding the most comfortable shoe for every customer using a unique shoe fitting process. Their first location opened in Five Points in Athens, Georgia and they opened a second location in 2022 in Wire Park in Watkinsville, Georgia.

## Industry

Athens Running Company's main industries are running shoes, athletic shoes, running apparel, athletic apparel and running accessories and gear.



**Mark Shroeder   David Laggis**

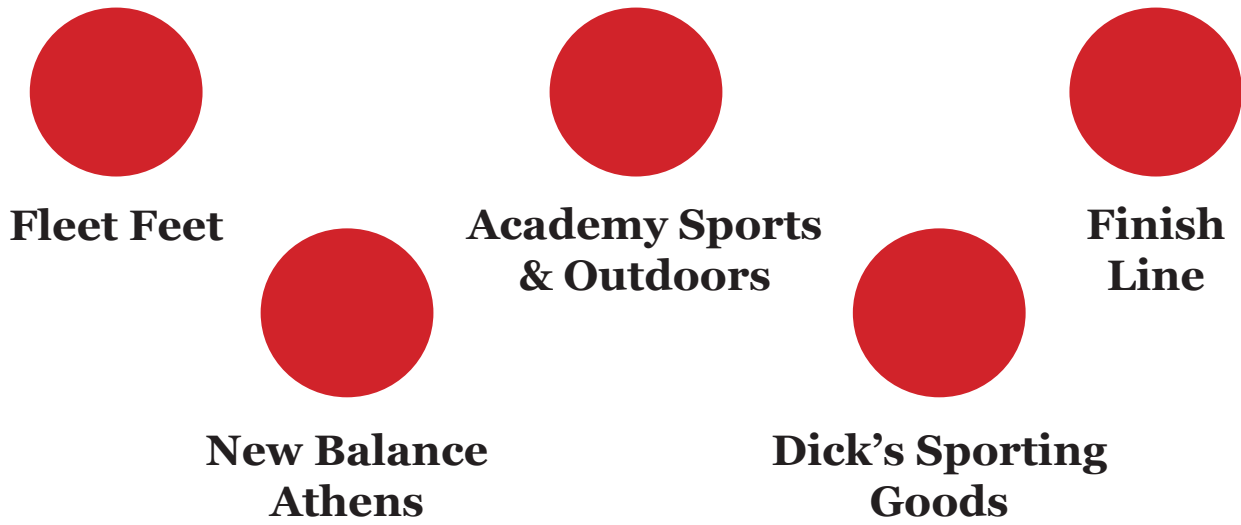
## Team Members

Founded by two UGA Terry School of Business graduates, Mark Schroeder and David Laggis, Shroeder is now the current owner of Athens Running Company.

## Competition

Athens Running Company's main competitors consist of mostly larger national and regional retailers or running and athletic shoe wear and apparel brands. Their most direct competitor is Fleet Feet, another running shoe retailer that also uses an individual shoe fitting process and is located in Five Points in Athens, giving them a similar competitive advantage.

Competitors include:



## **Current PR Efforts**

Athens Running Company's current PR efforts include a presence on various social media platforms like Instagram, Facebook and X. There they interact with audiences and post pertinent updates, running group schedules, pictures of runners and more. Other PR efforts include event hosting of weekly running groups at both of their store locations and more recently hosting this year's Classic City Marathon.



# KEY MESSAGE

Athens Running Company strives to provide shoe specialization that promotes well-being, cultivates community and utilizes innovative resources to help athletes perform their best.

## WELL-BEING

**ARC is committed to the overall health and well-being of Athens' residents.**

- ◆ They provide comfortable and quality shoe fit for athletic activities

## COMMUNITY

**ARC fosters a community that is welcoming and accepting to all running levels and goals.**

- ◆ They host weekly running groups
- ◆ They provide a free communal water station

## INNOVATION

**ARC implements unique resources that support its customers and Athens.**

- ◆ They use a technology driven fitting process available for free
- ◆ They use solar energy power for their stores

# TARGET AUDIENCES

## AUDIENCE OUTLINE #1

Age: 20 years old to 22 years old  
Gender: Female  
Education: Undergraduate university student  
Income: Middle to Upper Middle level, Salary N/A  
Values and Interests: Health and wellness focused, newer runner, outgoing

## PERSONA #1

Amanda is a 21-year-old college student. She started running in her freshman year of college, and found a community in ARC when she saw they hosted a running group while scrolling Instagram. The store is located down the road from her sorority house and she stops by to get water and say hi to other runners whenever she has the chance.

## PERSONA #2

Micheal is a 28-year-old bachelor who picked up running after he turned 25 and wanted to become healthier. He found ARC after a friend recommended them as a place to buy running gear. After checking out their Instagram page and learning about the custom fit process, he stopped by to buy shoes. He loved that the store had every piece of equipment available to start his new hobby.

## AUDIENCE OUTLINE #2

Age: 28 years old to 30 years old  
Gender: Male  
Education: College-educated  
Income: Middle level, \$90,000 to \$100,000  
Values and Interests: Health and wellness focused, runner, community oriented, open to new experiences

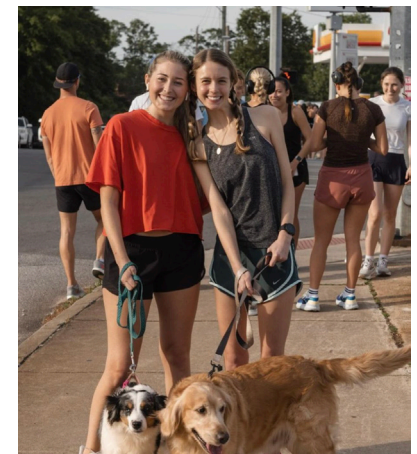
## PERSONA #3

David is a 35-year-old new dad who enjoys running in his free time. He found ARC through an Athens Facebook group and has been training for a half marathon ever since. He likes getting recommendations from employees on new running gear because he doesn't have time to do extensive research on new equipment.



## AUDIENCE OUTLINE #3

Age: 32 years old to 35 years old  
Gender: Male  
Education: College-educated  
Income: Upper Middle level, \$100,000+  
Values and Interests: Health and wellness focused, established runner, family-oriented



# SWOT ANALYSIS

## STRENGTHS

- Custom shoe fitting process competitive advantage
- Group runs
- Professional online presence
- Consistent social media content schedule

## OPPORTUNITIES

- Host running events
- Sponsor and partner with runner influencers/athletes
- Uptick in outdoor exercise

### **Strengths:**

The custom shoe fitting process creates a competitive advantage in the athletic shoe wear industry. Weekly group runs that Athens Running Company hosts fosters greater sense of community between the company and customers. Athens Running Company maintains professional branding and communication on their social media accounts and website. Lastly, by posting consistent content on their social media accounts Athens Running Company informs and engages with their audience.

### **Opportunities:**

Athens Running Company has the ability to host more running events like marathons and races after hosting the Classic City Marathon this year. Sponsoring or partnering with local running influencers and/or athletes can help increase brand recognition. Finally, with the warming of the weather and uptick in outdoor exercise there's an opportunity to provide running gear to those participating.

## WEAKNESSES

- Non-engaging social media presence
- Lack of cohesive branding
- Lack of brand presence outside of running community

## THREATS

- Fleet Feet similar competitive advantage
- Fleet feet location
- Direct to consumer purchasing of shoes

### **Weaknesses:**

Athens Running Company posts repetitive and thus non-engaging content on their social media, along with cross-posting on each platform. There is a lack of cohesive branding outside of their website, their social media accounts don't use brand colors or fonts, and communication does not always fit brand voice. There is also a lack of brand recognition for Athens Running Company outside of the running community, even though their products can be used for various athletic activities.

### **Threats:**

Athens Running Company has a similar competitive advantage to Fleet Feet because both companies use a custom shoe fitting process, which might not make it sustainable long term. Along with similar business practices, Fleet Feet's physical location mere feet away from Athens Running Company's main location exacerbates the threat that the company poses. Lastly, customers can always choose to buy the shoes that they like directly from the shoe wear brand without going through Athens Running Company, even after they have done the free fitting process there.

# DELIVERABLES

# ITEM DESCRIPTIONS

## **PRESS RELEASE**

A press release is a written statement created to share and shape information about the activities of an organization but is objective and not attempting to advertise for the organization. It is something typically written by PR professionals and sent to journalists and/or released on an organization's website, social media, etc. The press release below outlines a potential new service for Athens Running Company in partnership with UGA Product Development & Design students that allows customers to customize their running shoes. The press release is important in this case and in the practice of public relations because it ensures that an organization is more in control of the brand reputation by being the main source for information, and curating the message they want to convey internally and externally.

## **MEDIA LIST**

A media list is a list of potential individuals to either partner with, or send organization information to, like press releases, in hopes that they endorse and/or release the information on their platforms/outlets. The media list located below outlines both traditional contacts that are both arts and culture reporters for Athens news outlets, and digital contacts that are Athens based content creators and runners. The media list is important to the practice of public relations because it allows practitioners to control where they want information released.

## **TRADITIONAL PITCH**

A traditional public relations pitch is a pitch to a journalist to encourage them to write about an organization's activities, typically giving them access to a press release or other newsworthy information on the topic the story will be written on. The traditional pitch below is outlining an opportunity to cover the new shoe customization service Athens Running Company would create, as outlined in the press release, in partnership with UGA design students and specifying why the journalist chosen would be a good fit to report on the story. A traditional pitch is important to the practice of public relations because it again controls the flow of information about an organization and allows practitioners to create relationships with journalists.

## **DIGITAL PITCH**

A digital pitch in public relations is a pitch to a content creator for social media or web that encourages them to talk about an organization's activities on their respective platforms. The digital pitch located below outlines an opportunity for partnership between Athens Running Company and a UGA runner and content creator in order to bring awareness to the introduction of a new shoe customization service. The digital pitch is important to the practice of PR communications because it again allows an organization to control where information about them is released and can help them get access to large consumer bases.

## **SOCIAL MEDIA PLAN**

A social media plan in public relations outlines, creates, and explains the content to be posted on an organization's various social media platforms. The social media plan below outlines the content to be posted on Athens Running Company's accounts on Instagram, Facebook, and YouTube. The content created are sample posts and captions to be built on alongside rationales for using each platform and creating each post, which cover topics from running stretches to fundraising for local nonprofits. The social media plan is important in the practice of public relations because it structures how an organization directly engages with their audience and determines how well an organization understands their target audience.

## **BLOG**

A blog in public relations is another method in which an organization can control the release of information, it is a written piece on which an organization writes about a topic related to them, and it has many formats like a list or Q&A. The blog post located below is about the importance of sun protection as an outdoor runner and lists sun protection recommendations, some of which are Athens Running Company products. The blog is important to practicing public relations because it can establish credibility, remind consumers about product offerings and help attract and engage an organization's target audience.

## PRESS RELEASE

# ATHENS RUNNING COMPANY

For Release on: March 28, 2024

### Athens Running Company to Offer Shoe Customization Service

ATHENS, Ga., Feb. 23, 2024 – Athens Running Company will provide a new customization service in collaboration with UGA Product Development and Design students starting April 1, 2024 at their Five Points store location. The service will allow customers to personalize the look of their shoes with the help of students.

The students in the Fashion Merchandising program at UGA will test their sewing and design skills in collaboration with the company next month. The process begins after the purchase of a running shoe, where a customer has the choice to customize the pair using a computer-aided design process and the design advice of a student, which is then carried out by the student. The service will include the choice of fabric dyeing a shoe and/or adding custom embroidery and sewn-on patches.

“It’s a new way to add something cool and unique into a sometimes repetitive running routine,” said Mark Schroeder, current owner of Athens Running Company. “A student from the program reached out and we thought it would be a great way to not only select but design the perfect shoe for every ARC customer.”

The price of the service will vary depending on which customization elements are included. However, customers buying shoes directly from Athens Running Company from April 1 to April 10 will receive a 50% discount on the service.

Starting April 1, customers interested in the service can visit the Five Points store location from 11 a.m. to 4 p.m. Monday through Thursday to have it completed or learn more at Athens Running Company’s [website](#).

#### About Athens Running Company:

Founded in 2010 by two UGA Terry College of Business graduates, Mark Schroeder and David Laggis, [Athens Running Company](#) aims to provide any and every person with a comfortable shoe for running, walking, gym-going and more. Utilizing an [innovative shoe fitting process](#) backed by technology, they prioritize every customer that comes in. The company opened a second location in Wire Park in Watkinsville, Georgia in 2022 and continue to provide the same quality of goods and services there. Visit Athens Running Company’s [website](#) or [Instagram page](#) to learn more.

###

#### Media Contact

Athens Running Company

(706) 850-6051

[athensrun@gmail.com](mailto:athensrun@gmail.com)

## MEDIA LIST

	Traditional		Digital	
Outlet	Athens Banner Herald	The Red & Black	N/A	N/A
Contact	Andrew Shearer	Avni Trivedi	Charlotte Augenstein	Alexa Hoppenfeld
Title	Arts & Culture Reporter	Culture Editor	N/A	N/A
Email	ashearer@onlineathens.com	atrivedi@randb.com	charlaug@gmail.com	N/A
Phone	N/A	N/A	N/A	N/A
Social	Instagram: @ashearer706 LinkedIn: Andrew Shearer X: @ashearer706	X: @anvitivedii LinkedIn: Anvi Trivedi	Instagram: Charlotte_aug Tiktok: Charlotte_aug	Instagram: Alexa.hoppenfeld Tiktok: Alexagothopps2.0
Category	Culture, Film, Arts	Culture, Sports	N/A	N/A

### Traditional Media Rationale:

When creating my traditional media list, I focused on individuals who covered community events or culture in Athens. Andrew Shearer is an Arts & Culture Reporter for the Athens Banner Herald and mostly does Q&As along with event coverage, of which span every category. The article that made him my top choice was a Q&A he did last year with local musician and fashion entrepreneur Sajaad, which covers similar content to that of my press release.

My next choice for traditional media was Avni Trivedi, a Culture Editor at The Red & Black who does reporting on Athens cultural events and UGA. Her articles covering UGA events/updates, and more specifically covering the UGA Period Project Art Show in the last year, make her an appropriate choice for a story involving a UGA program adjacent to arts.

### Digital Media Rationale:

My digital media list is made up of individuals who would identify with the younger subset of Athens Running Company's target market, and who are collegiate athletes in cross country and track at UGA with a social media presence. Charlotte Augenstein is a content creator that is active on her Tiktok and Instagram pages where she posts athlete, running, college/UGA, and lifestyle content. She posts two to three times a month on her Instagram where she has around 5,200 followers about the same frequency on her TikTok account where she has 18,000 followers. She has already partnered with the Athens Marriot Bonvoy location for sponsored content, so a partnership with her that has more to do with her brand values would be able to strengthen her brand reputation and prompt her audience to engage with Athens Running Company.

Alexa Hoppenfeld is a content creator that is also on the UGA track and cross country teams, and who posts college athlete, UGA, comedy, and lifestyle content, mainly for TikTok but also occasionally for Instagram. She gets the most engagement on her TikTok account where she has about 3,310 followers and less on her Instagram where she has 4,512, on which she is partnered with Slate Milk, a high protein drink company. Similar to a partnership with Charlotte, an opportunity with Athens Running Company will relate to her main brand identity and expose her audience, some of which are runners themselves, to the unique product offerings of Athens Running Company.

# TRADITIONAL PITCH

## EMAIL PITCH

To: ashearer@onlineathens.com

Cc: n/a

Subject: Pitch Athens Running Company x UGA Shoe Customization Service

From: mab66618@uga.edu

Good morning Andrew,

I am contacting you to inform you of an upcoming collaboration between Athens Running Company and UGA's Fashion Merchandising program that will allow customers to customize their shoe wear starting April 1, 2024. This service provides students the opportunity to have practical design experience, while enriching the Athens running community through self-expression.

Considering your coverage of the arts culture in Athens, like your Q&A piece with fashion entrepreneur Sajaad that shed a light on up-and-coming creatives in the community, this story would be a fitting opportunity for coverage.

If you do decide to cover this story, there will be the opportunity for an interview with the Athens Running Club owner in addition to access to any images from the service launch. Please contact me for further information regarding service specifics, scheduling and more at this email address.

Thank you for your consideration,

Morgan Boakye (she/her)

Mid PR Agency

Email: mab66618@uga.edu | Phone: (239)-317-9747

# DIGITAL PITCH

## SOCIAL MEDIA PITCH

Hello Charlotte,

I am reaching out to see if you would be interested in creating promotional content on Instagram for a new service from Athens Running Company in collaboration with the fashion design program at UGA, which provides anyone a way to customize their running shoe. It will be launched on April 1, and we would gift you a pair of customized shoes for use in promotional content. We would love to work with someone who loves running and Athens. Please let us know if you would like to move forward and we can send an email regarding more campaign specifics.

Best,  
Morgan Boakye  
Mid PR Agency

# SOCIAL MEDIA PLAN

## PLATFORM #1: INSTAGRAM

### Rationale:

The existing presence that Athens Running Company has on Instagram is generally consistent in putting out content but visually not cohesive and very repetitive. They have about 1,800 followers and average anywhere from 20 to 100 likes on each post, with usually not much engagement in the comment section. They usually post pictures of runners at their weekly running group, a list of when and where their runs are scheduled, short-form videos rarely, and cross posts from each platform.

The technical advantages of using Instagram include a variety of features that they can use to diversify the content they release and create a more engaged community. This could include integration of their online store, short form videos, and other interactive elements that could better spark interest in their brand.

Instagram is the first platform that I decided to use because of the consistent use of the platform by one of my targeted market segments. According to [Statista](#), the largest segment of users in the United States, 28.4% are 25 years old to 34 years old, which would aid me in communicating with the older target customers of Athens Running Company. The platform would also let me reach the undergraduate age segment of the target market, as the second largest age range of users, 26.6%, are 18 years old to 24 years old.

## POST# 1: REEL POST



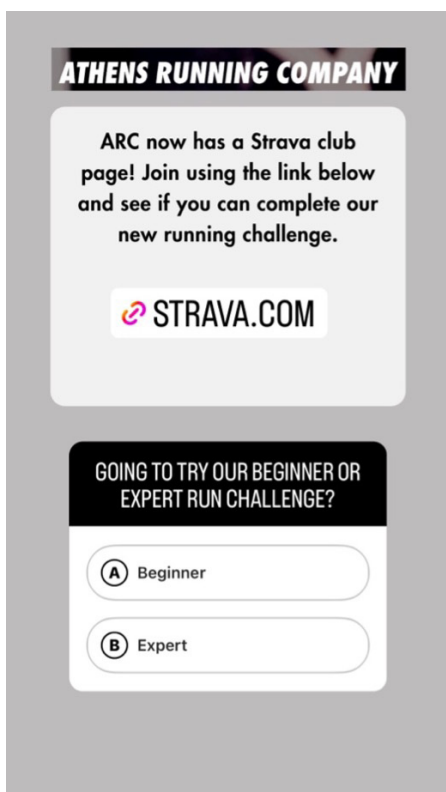
### Overview:

This concept will be a beginner guide to five running stretches that can be done before a run. This will be an introduction to Athens Running Company for prospective customers/runners and a reminder on the types of stretches established runners can use. This post will connect the community members more and attract new audience members by presenting information about running in a digestible way and prompting them to learn more about the company. It will reinforce the idea that Athens Running Company is an overall resource when it comes to running knowledge, and prompt viewers to come back for more running information.

### Caption:

5 Basic Stretches to do Before a Run #runner #stretching #runningbasics

## POST#2: STORY POST



### Overview:

This concept will inform customers that Athens Running Company has created a Strava club page and give them the opportunity to join. The story post will provide a link to the Athens Running Club Strava page where users will be prompted to join the community and start sharing their running data. The post will also feature a poll that shows two running route options that will challenge viewers to complete on their own and then upload their data to the shared Strava page. This post will provide a new medium for the audience to engage with Athens Running Company on platform that fits their niche. It will also help them learn more about the running habits of their audience.

### Caption:

ARC now has a Strava club page! Join using the link below and see if you can complete our new running challenge.

## POST#2: FEED POST

### Overview:

This static feed post will announce the new weekly group run for women in the Athens community. While Athens Running Company has addressed the recent tragic events that have occurred, it is important to make their female customers feel heard and protected. The post will present an avenue to prove their commitment to keeping women safer with action. The main post will announce the event and include a graphic noting dates and times of the upcoming weekly runs, while the caption will explain the reasoning for the group further.

### Caption:

Coming soon, ARC is hosting a new weekly women's group run to ensure everyone can feel safer when they run.

At Athens Running Company, we aim to make all members of our community feel safe while doing the thing that they love to do, and in light of recent events would like to support our female runners. The first run will be scheduled for Wednesday, April 10 at 5 p.m. and will occur every week at the same time. #rungleup #running #womensrungleup



# SOCIAL MEDIA PLAN

## PLATFORM #2: YOUTUBE

### Rationale:

The Athens Running Company does not have any presence on YouTube, but it would be a great opportunity for the company to take advantage of. The technical advantage of using YouTube would be to reach their local but also a larger regional or national audience through developing both their long and short-form video content. With this platform they can also create a more close-knit community with features like community posts for company updates, and short and long form videos to familiarize the target audience with the brand and solidify Athens Running Company as a source for running knowledge.

Apart from the existence of a large running community of creators and audience members on the platform, it is a great place to reach the younger segment of my target market. The undergraduate age members of my target audience, Gen Z, are reported to spend 29.3% of the time they watch videos, on YouTube, according to a [2023 report](#) from the Statista Research Department. Using this platform will allow me to communicate with the 20-year-old to 22-year-old undergraduate student that is heavily involved in her community and prioritizes exercise and overall health.

## POST # 1: SHORT POST



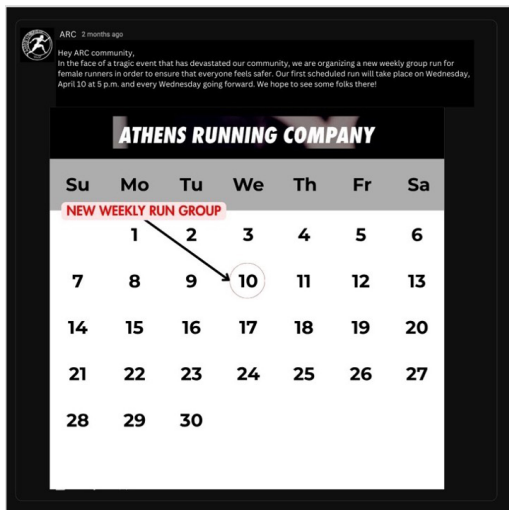
### Overview:

This concept will be a new take on the overestimated/exaggerated test result trend that is popular on TikTok and Instagram Reels, however it will be with participants from the weekly group runs. The format is as follows: a person is asked before their run what pace they believe they will maintain, they completely overestimate their capabilities and exaggerate how fast they will be. Then, the result of the run and the actual pace is shown on screen, in this case it will be a picture of the Strava data collected. This process then repeats with several people until the video ends. This will allow the Athens Running Company team to connect with their audience by presenting a common running dilemma and communicating relatability. It will also attract more runners to their group runs by showing there are runners of all experience levels that participate.

### Caption:

Here at ARC, we have very optimistic runners. What's your mile pace?

## POST #2: COMMUNITY POST



### Overview:

This is the concept overlap post for YouTube and will outline and announce the new women's running group being created for increased safety. The post will reiterate the importance of making female runners feel safe in Athens and Athens Running Company's role in supporting that effort. The post will also provide information about the date and time of the first run along with the schedule for the runs after that. This post will emphasize the company's dedication to making sure all runners feel safe and communicate their community-oriented culture to their audience.

### Caption:

In the face of a tragic event that has devastated our community, we are organizing a new weekly group run for female runners in order to ensure that everyone feels safer. Our first scheduled run will take place on Wednesday, April 10 at 5 p.m. and every Wednesday going forward. We hope to see some folks there!

## POST #3: LONG FORM VIDEO



### Overview:

This concept will be a step-by-step overview of the custom shoe fitting process that Athens Running Club is known for filmed inside of the Five Points store location. The process will start with a brief introduction of Athens Running Company, their purpose and what the shoe fitting process is. It will delve into why having custom fit shoes is important, including preventing injury and maintaining health long-term while running, to name a few. Then an employee acting as a prospective customer will join the employee who will be leading the fitting. The first step will involve taking an account of the customer's personal health history where the employee will note anything of significance. Next the employee will either use their foot scanner or video of the customer on a treadmill to determine the correct shoe type, they will explain between the choice of tools why they chose which. Lastly, the employee will recommend various shoes and why they work for this specific customer, as well as reiterate that the process is available for free. This will reiterate their position as a resource for running knowledge and also attract new audience members who never thought about the importance of shoe fitting and/or are newer to running.



### Caption:

A Beginner's Guide to Running: Why You Should Custom Fit Your Running Shoes

# SOCIAL MEDIA PLAN

## PLATFORM #3: FACEBOOK

### Rationale:

The Athens Running Company presence on Facebook is structured almost exactly the same as their Instagram page, they do lots of cross-posting, but with less engagement. They have around 3,400 followers and receive from 1 to 20 likes on posts. They post mainly photos of runners who attend their runs/events and schedules for run groups, of which are the same from their Instagram. There is also general info about the company like address, website, and reviews along with contact info.

The technical advantages of using Facebook also involve the many features that can be used to connect and engage their community. There is the opportunity for more direct contact between audience members and the Athens Running Company team with things like group pages/chats with customers, story posts and more.

While targeting the younger age range of the target market with the use of YouTube, Facebook is the tool that I would use to communicate with the older, Millennial age range of the target audience. According to a [report](#) from Statista from January 2024 on the age and gender distribution of Meta's users, the largest user group is men aged 25 years old to 34 years old. Using this platform will help Athens Running Company more consistently reach that late 28-year-old to 30-year-old male target customer who is health conscious and enjoys running.

## POST #1: STORY POST

### Overview:

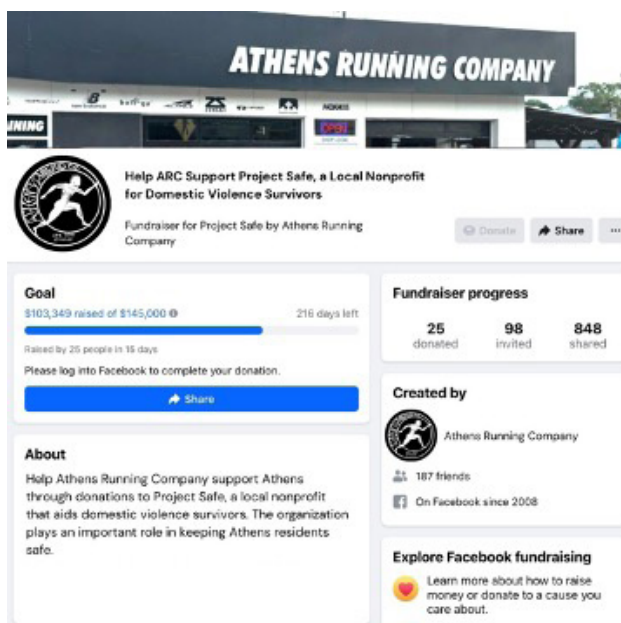
This concept will be announcing the creation of a new Facebook group in which Athens Running Company customers and runners can connect and discuss advice, ask questions, and form relationships. The story post will contain a link to the group page and be run by an Athens Running Company employee who will be available to answer questions pertaining to the company, since Facebook business pages cannot participate in groups. This post will create a more private space for Athens Running Club members to connect online and create a more loyal customer base by demonstrating the effort being put in by the company to support customers.

### Caption:

Hey ARC community! Join our new ARC running group!

- connect with other runners
- ask about ARC
- get advice

## POST #2: FUNDRAISER POST



The screenshot shows a Facebook fundraiser post. At the top, there is a banner for 'ATHENS RUNNING COMPANY'. Below it, the fundraiser title is 'Help ARC Support Project Safe, a Local Nonprofit for Domestic Violence Survivors'. The goal is '\$103,349 raised of \$145,000' with '216 days left'. The fundraiser progress shows '25 donated', '98 invited', and '848 shared'. The post is created by 'Athens Running Company', which has '187 friends' and has been 'On Facebook since 2008'. The 'About' section states: 'Help Athens Running Company support Athens through donations to Project Safe, a local nonprofit that aids domestic violence survivors. The organization plays an important role in keeping Athens residents safe.'

### Overview:

This concept will be another opportunity for Athens Running Company to show that they are giving back to the Athens community and are prioritizing the safety of vulnerable groups. This will be a fundraiser post that will emphasize the need to protect all parts of the Athens community and will raise money to donate to Project Safe, a nonprofit organization that supports domestic violence survivors. It will further prove to Athens Running Company's audience that they want to keep all community members safe and support women even outside of the running sphere.

### Caption:

Help ARC Support Project Safe, a Local Nonprofit for Domestic Violence Survivors



The graphic features the 'ATHENS RUNNING COMPANY' logo at the top. Below it, the text reads: 'Hey ARC community! Join our new ARC running group!'. A bulleted list follows: '• connect with other runners', '• ask about ARC', and '• get advice'. At the bottom, it says 'SCAN THE CODE' in red, with a large QR code below it.

## POST #3: EVENT POST

### Overview:

This post will be the concept overlap for my third platform, Facebook. It will notify members of the Athens Running Company page a new womens' group run has been created and scheduled to begin on April 10. It will be informing viewers about pertinent details like how it is public, how long the run will be, who it is hosted by, where it will be, and insight into who might be attending. It will also, similarly to the other platforms, explain why the run group was created and why Athens Running Company has felt the need to host it themselves. This post will inform community members about all event details and show them how much Athens Running Company values its audience and the women who run in the Athens community.

A screenshot of a Facebook event page. At the top, there is a calendar icon showing the date '26' and the event date 'WEDNESDAY, APRIL 10, 2024 AT 5:00 PM - 6:30 PM EST'. The event title is 'Women's Weekly Group Run' and it is categorized as an 'In-Person event'. Below the title, there is a date selector showing 'Wed, Apr 10' as the selected date. The page has tabs for 'About' and 'Discussion', and an 'Invite' button. The 'Details' section on the left shows the event duration as '1 hr 30 min', that '4 people responded', and that it is hosted by 'Athens Running Company'. The event is set to 'Public - Anyone on or off Facebook'. The main text of the event description reads: 'Join our new weekly women's only running group starting Wednesday, April 10. Here at Athens Running Company, we only succeed because of the love we receive from our Athens community members, so we decided it was time to show more support for a vulnerable part of our community. In turn, this new weekly running group was created to ensure everyone feels protected in what they love to do. Feel free to reach out with any questions or concerns below, or check out our website to learn more at [Athensrun.com](https://Athensrun.com).' The 'Related Events' section on the right lists three other events: 'AAHC Trail Scavenger Hunt Series #2- Breyer Horses' on Sunday, April 14; 'Atlanta Blooms!' on Wednesday, March 27; and an event on Saturday, April 27.

### Caption:

Join our new weekly women's only running group starting Wednesday, April 10. Here at Athens Running Company, we only succeed because of the love we receive from our Athens community members, so we decided it was time to show more support for a vulnerable part of our community. In turn, this new weekly running group was created to ensure everyone feels protected in what they love to do. Feel free to reach out with any questions or concerns below, or check out our website to learn more at [Athensrun.com](https://Athensrun.com).

# BLOG

## THE TOP 6 WAYS TO PROTECT YOURSELF FROM THE SUN ON A RUN

Reading Time: 4 minutes

Running outside in the Georgia summer can be brutal, especially when its over 90 degrees, humid, and there's constant sun. When trying to survive the extreme heat and humidity, it's easy to forget to protect your skin from sun exposure. It's important to keep in mind that when running outdoors that potential for sun damage is multiplied exponentially, so you need to invest in quality sun protection.

### Why is it Important to Have Sun Protection While on a Run?

The risk of skin cancer from prolonged exposure to UV rays is a dilemma that is never going to disappear. It can be even more dangerous when you're someone who loves doing outdoor activities and forgetting to wear the proper protection. So, where should you start?

### The Top 6 Items That Can be Used for Sun Protection During a Run

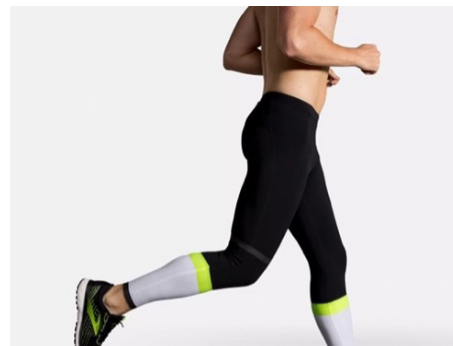
#### 1) High Coverage Garments

a. One of the best ways to limit sun exposure is by wearing full-coverage clothes. Try a lightweight pair of tights like these [Brooks Carbonite Tights](#) for more leg protection either underneath shorts or by themselves. These are reflective so they increase visibility and can keep you cooler than other full-coverage clothes.

b. If you are looking to protect your upper body from damage too, this [Brooks Carbonite Jacket](#) is also a great option. It's waterproof, highly visible, lightweight and provides more coverage from sun exposure.

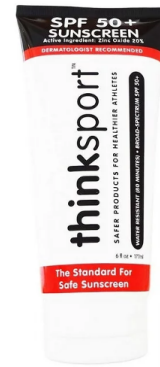


LIGHTWEIGHT  
HIGH COVERAGE  
COOLING  
PROTECTIVE



## 1) Sunscreen

a. It's time to upgrade from the spray-on no name brand sunscreen you bought for \$10.00 five years ago. [The Thinksport Sunscreen SPF 50](#) is a great option for a physical sunscreen that is made for athletes, while also being safer for the environment than other sunscreens.



b. One of the most neglected areas of the body when it comes to sun protection is our scalp, but it's one of the most vulnerable areas to burning and sun damage. One way to protect your scalp is by trying out this [Sunscreen Scalp Spray SPF 30](#) from Sunbum that can be used for all hair types.



## 1) Accessories

a. While a new pair of shades can make you look even more like an expert runner, they can also protect against eye damage that happens from UV exposure. Try these wrap-around 100% [Hypercraft sunglasses](#) that are lightweight and protect you not only from exposure but physical elements as you run.



b. Lastly, don't forget to put on your cap before you leave the house for your run. Hats can be effective at not only protecting the scalp from exposure but also the face, one of the other most vulnerable areas to sun damage. Try out this [Zensah Retro Triangles Skull Cap Beanie](#) from our website on your next run.



When prepping for a run, you wouldn't forget to put on shoes to protect your feet, so why not apply that mindset to sun protection? It is vital to overall health to invest in sun protection, whether that be through clothes, accessories or skincare. Check out our [website](#) to browse our selection of protective garments or visit our stores to learn more.

Keywords: Running, Health

# NOTES

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