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RunningTrax Web Portal Seeks Launch Partners

RunningTrax, an exciting, soon-to-launch web portal for runners worldwide, seeks marketing partners to help millions of runners worldwide improve without increasing risk of injury.

RunningTrax helps runners improve their times across all events, while reducing the risk of injuries that often result from poor training methods. RunningTrax enables runners to go faster with fewer injuries by using their TraxScore™, a unique, scientific system which provides training recommendations tied to each runner's level of ability. The site also features news and knowledge from industry experts such as Joe Henderson (past Editor-in-Chief of *Runner's World*) and Jeff Galloway (Olympian and running program organizer). In addition, RunningTrax members can log runs, courses and races, interact with other runners, and get great discounts on many different products & services.

The RunningTrax system was created by Dr. J. Gerry Purdy, noted author of *Computerized Running Training Programs* and *RunningTrax*, both published by *Track & Field News*. These books have sold over 60,000 copies and are the best-selling books in *Track & Field News* history.

The excitement surrounding this launch has created an opportunity for a select number of businesses that are interested in the community and demographics of runners (healthy, active and lower risk of health issues) to become charter marketing partners of the site. RunningTrax will offer custom-designed and comprehensive marketing programs for the selected partners, and will extend preferred-partner benefits to them after the site is launched. If you, or someone you know, is a key decision maker for an organization that makes running products or sells products or services to runners – such as shoes, gear, nutritional aids or drinks, travel or financial services, insurance, pharmaceutical, automotive, etc. – please contact tom.marshall@runningtrax.com for more information.