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**It's Fall, Y'all!**

1 message

Mon, Sep 23, 2024 at 8:01 PM



## **FINALLY, COOLER TEMPS!**

Peachy ,

Fall officially arrived on Sunday! Despite a sweltering weekend, recent cooler temperatures preview comfortable conditions ahead. Cooler weather and possibly some rain are expected this week. Many of us choose this time to resume running because it's more enjoyable with lower temperatures and humidity (though we still have the hills to tackle). If you're returning to running, ensure your shoes are in good condition; worn-out shoes can cause injuries. Start slowly with shorter distances. If it's been months since you last ran, increasing too quickly can lead to overuse injuries.

Of course, if you're unsure if your shoes are in optimal condition, stop by any of our locations and bring your shoes in for a free evaluation and Video Gait Analysis. For those ramping up your miles for a Fall marathon, now is the time to start training with your race-day fuel. We've got plenty of options, including gels, chews, and electrolyte drinks, to help you on race day.

Even if you're not racing or running, fall is a great time to enjoy nature by walking through the woods or even in your own neighborhood. Whatever you choose to do, enjoy the cooler temps outdoors!

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## Altra Promotion

Purchase any Altra shoe and receive \$10 off any RUNATL or Big Peach Running Co. branded shirt\*. This is a limited-time offer. A coupon will be issued with your purchase. Ask one of our Guest Advocates for more details.

*\*You can use the coupon in-store on the same day or within 60 days. It cannot be used on accessories, hats, or socks, and it cannot be combined with other discounts. Offer available at participating locations.*



## SOCIAL RUNS

We have fun Social Runs from all of our locations and they're open to everyone and free of charge. Visit our [Social Run](#) page for a complete listing of our weekly runs!

## SOCIAL RIDES

### Monday Night Safety Ride

Midtown - Mondays - 6:00 pm

Click [here](#) for details.

### Brookhaven Group Ride

Wednesdays, 6:00 pm

Course details are available [here](#).

## EVENTS

### Hoka Mach X2 Demo

September 24th - Marietta, 6:30 pm

Join us at Big Peach Running Co. East Cobb for an exciting Hoka demo during our Tuesday night group run! Our Hoka Field Experience rep will be showcasing the brand-new Mach X2. Feeling the need for speed? Put the Mach X2 to the test in our short-speed competition - you could win Hoka swag and earn some serious bragging rights. Don't miss this chance to experience Hoka's latest innovation firsthand!

### Tucker High School Cross-Country Spirit Night

September 25th - Brookhaven, 5:00 pm

Join us Wednesday, 9/25, from 5-8 p.m. at our Brookhaven location for a fun-filled evening celebrating amazing athletes and showing some school spirit. Bring your neighbors, friends, and families, as 5% of all purchases will go back to the Tucker High School Cross Country program! We will also have guest speakers from [One on One PT](#), Oglethorpe University, and New Balance! RSVP [here](#).

### Maynard Jackson High School Cross-Country Spirit Night

September 26th - Midtown, 5:00 pm

Join us Thursday, 9/26, from 5-8 p.m. at our Midtown location for a fun-filled evening celebrating amazing athletes and showing some school spirit. Bring your neighbors, friends, and families, as 5% of all purchases will go back to the Maynard Jackson High School Cross Country program! We will also have guest speakers from [Advance Rehab PT](#) and New Balance! RSVP [here](#).

### New Balance Demo

September 26th - Cumming, 7:00 pm

Our Thursday night group run has some college football fun AND a New Balance Demo lined up for you! Come join us in your game-day best, supporting your favorite team, and we'll have the New Balance 1080 and 860 on the bench waiting for you to take them for a spin! As an added bonus, we'll have our college football Goodrs out for you because you'll need that special something to really make your outfit pop!

## Plogging Event

**September 28th - Dawsonville, 8:00 am**

You're invited to join our team in Dawsonville to help clean up the community. What is plogging? It's cleaning up and picking up trash while on the run! It's good for your health and the community.

## On Running Demo

**October 1st - Suwanee, 6:30 pm**

Join us for a demo run with our friends from On Running! Stillfire Brewing will be our host and you'll get a chance to try on the Cloudeclipse, Cloudrunner 2, and Cloudflyer 5

## New Balance Demo

**October 1st - Dawsonville, 7:00 pm**

Run your way to tacos on Tuesday, October 1st at 7:00 pm. We will be demoing the New Balance 860 and 1080! After the demo run at 7:00, we will have dinner at La Hacienda in Dawsonville! We will have giveaways and raffles for participants - including a Taco Tuesday hat!

## After Hours Ladies Night

**October 2nd - Braselton, 6:00 pm - 8:00 pm**

Our Braselton location will hold an after-hours event just for the ladies! To help everyone gear up for October runs/walks, all PINK items in the store - footwear, apparel, sunglasses, nutrition, etc.- will be discounted for the evening.

In addition to some much-needed girl talk and our complimentary 4-step fitting process, the American Heart Association will share some heart-healthy tips and CPR basics.

Light refreshments and beverages will be served! Bonus points if you BRING A FRIEND and show up wearing PINK! RSVP [here](#).

## Pancake Run with Asics

**October 5th - Cumming, 8:00 am**

If you enjoy running and pancakes, this run is for you! Join us at the Cumming City Center with our friends from Asics. We'll have the GT-2000 and Novablast for you to try out on the run with yummy post-run pancakes. RSVP [here](#).

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## FEATURED RACES

### Heart Walk

**September 26th - Gainesville, GA**

By registering for the Heart Walk today, you are taking the first step to saving lives. Every walker who joins and every dollar donated means more research, people trained in lifesaving CPR, medical breakthroughs, and champions for equitable health. Register [online](#).



### Harvest Hustle 5k

**September 28th - Kennesaw, GA**

Harvest Hustle 5K is the third race of the 2024 Kennesaw Grand Prix Series. How about setting a goal to run your first 5K? Or, if you are a runner, how about setting your PR on an amazing, fast, and flat course inside the city limits of Kennesaw? Register [online](#).



### Ride For The Westside

**September 28th - Atlanta, GA**

Join us for the third annual Ride for the Westside, an event to benefit Westside Future Fund (WFF). This run, walk, and bike event supports equitable neighborhood revitalization efforts on the historic Westside. Come out and ride a secure 11-mile bike loop, run a 5k, or take part in the Heritage Walking Tour, which highlights historic neighborhood landmarks. There are fun activities for the whole family, including food, music, games, and more! Register [here](#).



### 4th Annual Women In STEM Walkathon

**October 5th - Atlanta, GA**

Gear up for an energizing journey at the HBCU STEM Education Run, an initiative where passion for education and physical vitality collide! We're on a mission to tackle the underrepresentation of minority groups, especially women, in STEM fields. Use code "peach25" for 25% off. Participants will also receive 10% off purchases at Big Peach! Register [online](#).



## Run, Walk, and Roll 5k

October 5th - Woodstock, GA

This Peachtree Qualifier event, presented by PowerSecure, supports Next Step Ministries' programs for individuals with intellectual and developmental disabilities. Whether aiming for a personal best or enjoying a leisurely stroll, your participation makes a difference. Leashed dogs are welcome; there's even a contest for the largest team! Register [online](#).



## Fast Bananas Trail Run At Serenbe

November 16th - Serenbe, GA

Run the beautiful Serenbe trails with us! There will be fun, banana-gins, nature, community, and trails. Serenbe is a beautiful wellness community on the edge of Atlanta. With shops, restaurants, nature trails, animals, farms, and much more, it is the perfect place to stay for a weekend or visit for a day. Register [online](#).



## PACKET PICK-UPS

### Harvest Hustle 5k

[Kennesaw](#) - September 26th, 4 pm - 8 pm

### Ride For The Westside

[Midtown](#) - September 26th, 3 pm - 7 pm.

## RACE PARTNERSHIPS

- September 28th - [Harvest Hustle 5k](#)
- September 28th - [Ride For The Westside](#)
- October 5th - [Cobb County Make A Wish 5k](#)
- October 5th - [Trick or Trot 4k](#)
- October 5th - [Miles for Bethany 5k](#)
- October 5th - [11th Annual Run, Walk, or Roll 5k](#)
- October 12th - [Spooky Spirits 5k](#)
- October 12th - [Chasing Impact 5k](#)
- October 12th - [Shamrock 5k](#)
- October 19th - [Nightmare on Main 5k](#)
- October 26th - [Running of the Pumpkins 5k](#)
- October 26th - [The Great American Bacon Run](#)

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LOCALLY OWNED AND OPERATED

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