
Heading South!

1 message

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Georgia's First Black-Owned Running Store To Open In South Fulton!



Peachy ,

We are excited to announce that Big Peach Running Co. will open a new location in South Fulton with Ric and Dawn Ross as Georgia's first black-owned running store! This location will open late Q4 at [5829 Campbellton Road, Atlanta, GA 30331](#), in the Sandtown Crossing development. Ric has been a Big Peach Guest since we opened our first location in 2004. He is a former record industry exec and was part of debut releases for some of the biggest names in hip-hop music today. Ric has been passionate about running since he was on the cross-country team in high school, and that passion has led him to open his own Big Peach Running Co. store.

"As residents ourselves, Dawn and I are thrilled to open the first Black-owned store for Big Peach Running Co. in our hometown of South Fulton. We will be passionately bringing quality service, education, and expertise on running shoes, apparel, and wellness to our community. This is more than a store—it's an opportunity to empower the Black community and all of our Guests with the knowledge and tools to pursue a healthier lifestyle through running," said co-owner Ric Ross.

We welcome Ric and Dawn to the Big Peach Running Co. family. Stay tuned for more details on a Grand Opening announcement later this year!

Cancer Donation Drive

October is Breast Cancer Awareness Month and Big Peach Running Co. is teaming up with [Georgia Cancer Specialists and Northside Hospital Cancer Institute](#) to help patients be more comfortable while going through chemotherapy.



Receive 10% off your footwear purchase when you drop off your donation at our Brookhaven, Decatur, Kennesaw, Midtown, and Suwanee locations through October 31st.

We are accepting donations of the following **new items**: blankets, hats, gloves, socks, travel mugs, activity books (large print preferred), and pens/colored pencils.



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

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, Cloudbunner 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](#).

FEATURED RACES

The Race Half Marathon

October 5th - East Point, GA

The Race is a road race weekend event that supports black-owned businesses, neighborhoods, and charities committed to delivering a top-notch, world-class race with excellence at every step. The Race 2024 weekend features a live expo, half marathon, virtual options to participate from your hometown, and Community Impact Service Day. Use code **ATLRUN13PT1** for \$10 off online registration. Register [online](#).



Make A Wish 5k

October 5th - Marietta, GA

Lace up your running shoes and come to Marietta Square on October 5th for the Make-A-Wish 5K. Your participation in this inspiring event will help grant heartfelt wishes for brave children facing life-threatening medical conditions in Cobb County. Every step you take empowers dreams and spreads hope to these courageous kids. Register [here](#) and be a part of making cherished wishes come true!



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](#).



Think Pink 5k

October 6th - Alpharetta, GA

In support of Breast Cancer Awareness / help raise Breast Cancer Awareness! The Think Pink 5K Run & Walk will begin behind the Alpharetta Community Center in The Grove & end in the Grove. Register [online](#).



Nightmare On Main

October 26th - Kennesaw, GA

The Nightmare on Main 5K is the final race of the 2024 Kennesaw Grand Prix Series. Get your Halloween costume ready to hit the road! Register [online](#).



PACKET PICK-UPS

Miles For Bethany 5k

[Brookhaven](#) - October 3rd, 5 pm - 7:30 pm

Trick or Trot 4k

[Decatur](#) - October 3rd, 1 pm - 7 pm.

Cobb County Make A Wish 5k

[Marietta](#) - October 3rd, 2 pm - 7 pm

11th Annual Run, Walk, or Roll 5k

[Marietta](#) - October 4th, 5 pm - 7 pm.

RACE PARTNERSHIPS

- 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](#)
- October 26th - [Assault on Kennesaw Mountain](#)

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