

FOR IMMEDIATE RELEASE:

SEE JANE RUN LAUNCHES MAGAZINE

New Fitness and Lifestyle Magazine Inspires Women of All Sizes, Ages and Abilities

BOISE, ID (PRWEB) May 2, 2008 – Today See Jane Run, an athletic shoe and apparel retailer for women headquartered in San Francisco with a store location in Boise, announced the launch of See Jane Run Magazine. In keeping with the company's manifesto, the free magazine provides inspirational information on health, fitness, nutrition, and personal achievements to women of all sizes, shapes and abilities.

The first edition was specifically published for the **Komen Race for the Cure** and will be distributed to the 15,000 participants at the Boise Komen Race on May 10th. The Boise Race for the Cure® is more than a race for runners or fitness walkers. It is an opportunity for people of all ages and abilities to honor a loved one who has lost the battle with breast cancer, to show support of someone winning the battle now and to help raise funds to fight the disease. "This is a cause near and dear to See Jane Run, so we wanted to give it our full support in this issue," said Lynn Barry, editorial director of See Jane Run Magazine.

Lori Shannon, president and founder of See Jane Run, wanted to extend the company's holistic fitness approach to a print publication. "Women are inundated with fitness magazines that focus on losing weight or obtaining the perfect body. Fitness isn't a size; it's a way of life." The goal is for women to relate to the magazine and view it as a friendly resource rather than a standard to compare themselves to. The same holds true of the company's stores, training and events where women feel comfortable shopping and participating in races.

About See Jane Run

See Jane Run is so much more than a running store. As a woman-owned and operated company, See Jane Run reaches out to individuals of all shapes, ages and fitness levels. The product, training and events are selected and designed to reflect the diversity of the customers. The first store was opened in San Francisco in 2000. Since then, See Jane Run has opened two more locations, launched an online store and was selected as one of the 50 Best Running Stores in America in 2006 and 2007 by Footwear Intelligence and The Running Network.

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