



2008 Pulitzer Finalist - Breaking news

**IdahoStatesman.com**

IDAHO'S #1 WEBSITE FOR NEWS AND INFORMATION

## SHOPPING NOTES: Improving with age

By Chereen Langrill - Treasure

Edition Date: 06/05/08

### **SEE JANE RUN**

814 W. Idaho St., Boise, 338-5263

Women around the Valley are catching something that See Jane Run owner/founder Lori Shannon likes to call "Jane fever." Have you caught it yet?

See Jane Run is the kind of place that aims to make every woman feel right at home. It doesn't matter if you are training for your fourth marathon or your first 5K. You'll be treated like an athlete here, and you'll leave with some new friends who are excited to support you in your sport.

See Jane Run opened in April 2007. The store's mission is to inspire and embrace women of all fitness levels, ages and body types. As part of that mission, the store offers a running club that continues to evolve. A four-month summer running club begins June 21 with a variety of training goals, including 5K and 10K races, plus half marathons and full marathons. For \$79 you'll get great coaching advice and meet some new friends, plus have a weekly date on Saturday mornings for group runs. And you'll be encouraged beyond belief. Believe me, it is much easier to run up 8th Street when you're surrounded by women telling you what a great job you are doing (I was part of the spring training club, by the way). Training options will

branch out down the road, too: Shannon says she hopes to launch a triathlon training club in Boise. There is a kickoff meeting at 6:30 p.m. June 12 at the store, or visit [www.seejanerun.com](http://www.seejanerun.com) for more information.

See Jane Run also has its own magazine now, and if you stop by the store (copies are free) you can pick up an issue and get to know some of the women who have joined previous Jane running clubs.

Like any good athlete, Shannon keeps lining up new goals. There is a women's-only See Jane Run half marathon in the Bay Area, where the first See Jane Run store is located. By the end of this year or in 2009, Shannon hopes to have another See Jane Run half marathon in Boise. Like the Bay Area event, this one will be packed with fun: champagne and chocolate, plus a pendant for all finishers.

"We believe you should be able to have fun and be fit, too," Shannon says.

Amen to that.