



FOR IMMEDIATE RELEASE:

SEE JANE RUN is opening fourth location in Danville, California

SAN FRANCISCO, CA (PRWEB) March 2009 – Today See Jane Run, an athletic shoe and apparel retailer for women headquartered in San Francisco, announced the third location opening in the Bay Area and the fourth See Jane Run store. The new Danville store is located in the upscale Blackhawk Plaza lifestyle center at 3480 Blackhawk Plaza Circle.

See Jane Run caters to women of all ages, sizes and fitness levels with running shoes and apparel, training and events. The company inspires women to be fit by providing a supportive and knowledgeable environment along with staff expertise on gait analysis and bra fittings. “We are very excited about the Danville location”, says Lori Shannon, President of See Jane Run. “Our events attract so many participants from Contra Costa County, opening a See Jane Run store there makes a lot of sense.”

The grand opening celebration will kickoff with a champagne reception on March 27th from 6:00 p.m. – 9:00 p.m. and fun activities throughout the weekend on Saturday, March 28th and Sunday, March 29th. In addition, customers will receive a See Jane Run logo hat with purchase all weekend.

See Jane Run provides women with a 360-degree approach to fitness. “Our goal is to help women select the right gear and keep them motivated with our training and events,” Shannon says. “We are often asked what makes us different. I think the fact we strongly encourage women to have fun, celebrate their milestones, and of course, eat chocolate makes our approach unique.”

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 three 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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