

See Jane Run: A Supportive Store For ALL Women Athletes

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"*You want to run a marathon?!?*" That's how [Lori Shannon](#) was greeted when she went to her neighborhood running store, along with raised eyebrows and zero support. So what if she was 5'3" and a size 16? Maybe she didn't

look like a born athlete, but she still had the strong spirit of one.

She used her spirit to turn that negative experience into her own women-friendly running store – [See Jane Run](#). It's a place where women of all shapes, sizes, ages, and experiences can find gear as well as inspiration for their athletic goals.

There are a few [actual retail stores](#) (in San Francisco, Oakland, and Boise), but you can also shop online. They've got [sports bras](#) galore, tops, and bottoms by prAna and Patagonia, outerwear, [running sneakers](#), a wide range of [bags and packs](#), and heart-rate monitors, too.

Why not buy from a small, woman-owned and operated company, whose main goal isn't just to sell gear? They offer motivation, inspiration, and support for their fellow active women, with friendly staff that are there to help, and not give you an attitude.