

# diablo

MAGAZINE

## Boutique Peek: See Jane Run

**This Blackhawk Plaza store carries everything the female runner needs.**

By Allie Schratz



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Whether your ideal form of exercise involves “Namaste” or pounding the pavement, See Jane Run has every angle of your workout covered.

This women’s fitness store, which opened earlier this year in Blackhawk Plaza, takes a holistic approach to everyday athletics. Owner Lori Shannon opened the first store in San Francisco’s Noe Valley almost a decade ago with the intent of providing a pleasant experience

to seasoned athletes and non-runners alike, stemming from the raised eyebrows she received as a new runner. The motto “If you can run a mile, you can run a marathon” has led her to open stores in Oakland, Danville, and Boise, Idaho, as well as putting on See Jane Run marathons and triathlons.



As an added bonus, the Blackhawk store is located right next to the brand new Crunch Fitness gym. Crunch members can pick up a coupon in the group exercise room to knock \$20 off a \$75 purchase at See Jane Run.

**Who you’ll see here:** Local ladies who run, walk, jog, swim, do yoga, and generally enjoy outdoor activities.

**What you can expect to find:** An extensive collection of running shoes and sports bras line two walls of the Blackhawk store, but you’ll also find plenty of winter

athletic wear from Nike and Moving Comfort for the chilly morning exercisers. (Sorry, no biking duds!) For post-workout apparel, check out outerwear and cute floral beanies by Prana.

Other knick-knacks include the increasingly popular stainless steel water bottles, iPod running wear, nighttime reflectors, and assorted watches and heart rate monitors. For extra inspiration, check out the books on display: the *San Francisco Running Guide*, *Women Who Run*, or *The Non-Runner's Marathon Guide for Women*, which make great gifts for you and your girlfriends.



**Mark your calendar:** From now through December 31, enjoy 25% off one item in-store or on the website with the promo code jollyjane09.

Want incentive to keep that New Years' resolution? Registration is now open for the 2010 See Jane Run Women's Half Marathon and 5K "I Run for Chocolate and Champagne," taking place on June 5 at Crown Beach, Alameda. A portion of the proceeds will be donated to the local nonprofit girls' empowerment

organization Girls Inc. of Island City. Last year's event raised over \$10,000 for summer camps, classes, and other life skill building activities provided to these girls.

Check the website or pop into the store for information about Train with Jane, the store's organized half-marathon and triathlon training groups, as well as weekly runs on Saturday mornings. The timing varies on Saturdays, so be sure to email [Danville@seejanerun.com](mailto:Danville@seejanerun.com) for the latest updates.

3480 Blackhawk Plaza, Danville (next to Crunch Fitness) (925) 718-4530

[seejanerun.com](http://seejanerun.com)

Also at 5817 College Ave, Oakland & 3910 24th St, San Francisco