

Best Of Editor

Diablo Fit: See Jane Run Opens in Danville

New Blackhawk Plaza store offering up champagne and chocolates for grand opening tonight.

BY JASON SHUEH



Runners, take note: See Jane Run will be breaking open the champagne and chocolates tomorrow from 6 p.m. to 9 p.m. to celebrate the grand opening of See Jane Run, a women's shoe store, at their new location in Danville's Blackhawk Plaza.

In addition to a variety of appetizers catered by Blackhawk Grille and chocolates from Bittersweet Café, there will also be shoe raffles and other athletic gear giveaways. The celebrations will continue all weekend long with free hats with every purchase and more raffles.

See Jane Run Marketing Director Deb DeFanti says that they're glad to be a part of the Blackhawk Plaza and adds that the store's design will be their first model store with all of the programs and updated fixtures they have in their home store in Boise, Idaho.

Some unique advantages that the store will bring to the East Bay are its custom programs, apparel, and shoes that are designed specifically for women. DeFanti explains that the store will be able to assist women, from beginner to elite athletes, as they progress and improve their fitness.

"We're all about inspiring women to get fit and celebrating their successes," DeFanti says. "We're all about providing all women a comfortable shopping environment."

The running shop boasts a variety of programs from running clubs to training clinics to simple workout suggestions for shedding pounds. And for the seasoned athlete, See Jane Run has a running and triathlon team to further hone athletes' competitive edge. DeFanti says that they will also do free running gate evaluations as well.

For directions and additional information, visit seejanerun.com, or call 925-718-4530.