intraining

MAY 2014

the running store run by runners

THURSDAY MAY 1ST

new store opening

Indooroopilly Shopping Centre

intraining
the running store run by runners

SPECIALIST RUNNING STORE
SPORTS INJURY CLINIC
RACE ORGANISATION SERVICE
COACHING & TRAINING SESSIONS
RUNNING AND TRIATHLON CLUB

PHONE: 07. 3367 3088
33 PARK ROAD MILTON
& INDOOROOPILLY SHOPPING CENTRE

Published by the intraining Running centre

www.intraining.com.au

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RUNNING AT THE MOUTH

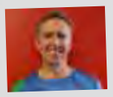
"The intraining Community"

When we first started our business in 1991 all we had was a passion for running that we wanted to share with as many people as possible. In the beginning that was not that many. Some days we only had one customer. But we persevered because we loved running.

We built up our training groups and started organizing events for the running community. In 1994 we founded the intraining Running and Triathlon Club which is now one of Australia's largest running clubs. Our distinctive running singlet with the red stripe can be seen at nearly every event. While some of our runners are winning races it is just as important to us to have runners at the back of the pack. No matter how fast you run, or how old you are, you will receive the additional cheering boost that comes with wearing the intraining singlet.

With the design of our new store at Indooroopilly Shopping Centre we wanted to capture what it feels like to be a part of the intraining community. A key feature of the new shop is the lifesize running mural that covers one whole wall of the shop. We made a call out to our intraining runners and have a great cross section of the intraining community represented. Mural will be rolled out during the 12 days of intraining.

From Humble beginnings intraining has grown to be an important part of many runners lives. Our goal has always been to be inclusive while offering people the best service possible by sharing our love of running. intraining is the "Running Store Run By Runners". Please feel welcome to visit one of our stores to find out what it means to be a part of the intraining Family.



by Steve and Margot Manning

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intraining RUNNERS SHOE GUIDE

the running store run by runners

high mileage
Altra Torin
Altra Instict (men's)
Altra Intuition (women's)
Asics Kayano
Asics Nimbus
Brooks Transcend
Brooks Trance
Brooks Glycerin (widths – men's)
Hoka Conquest
Hoka Bondi
Hoka Stinson Tarmac
Hoka Stinson Trail
Mizuno Paradox
Mizuno Nirvana
Mizuno Creation
Mizuno Enigma
New Balance 1260
New Balance 1080
Nike Lunar Eclipse
Nike Vomero
Saucony Hurricane
Saucony Triumph

moderate stability
Asics Kayano
Asics 2000 (widths)
Asics 1000
Brooks Transcend
Brooks Trance
Brooks Adrenaline (widths)
Brooks Vapor
Mizuno Inspire (widths)
New Balance 1260
New Balance 860 (widths)
Nike Structure
Nike Lunar Eclipse
Saucony Hurricane
Saucony Omni
Saucony Guide

flexible neutral
Asics Cumulus
Altra Torin
Altra Instinct (men's)
Altra Intuition (women's)
Brooks Ghost (widths - women's)
Brooks Pure Flow
Mizuno Sayonara
New Balance 880 (widths - men's)
New Balance 890
New Balance 980
Nike Zoom Elite
Nike Pegasus (widths - men's)
Saucony Ride

motion control
Brooks Beast (men's)
Brooks Ariel (women's)
Brooks Addiction
Mizuno Paradox
Miuzno Alchemy
New Balance 940

mild stability
Asics DS Trainer
Asics Noosa Tri
Brooks Pure Cadence
Mizuno Elixir
Brooks Ravenna
New Balance 870
Nike Lunar Glide
Saucony Cortana
Saucony Mirage

firm neutral
Asics Nimbus
Brooks Glycerin (widths - men's)
Brooks Dyad
Hoka Conquest
Hoka Bondi
Hoka Stinson Tarmac
Hoka Rapa Nui Tarmac (men's)
Hoka Kailua Tarmac (women's)
Mizuno Creation
Mizuno Enigma
Mizuno Rider (widths)
New Balance 1080
Nike Vomero
Nike Flyknit Lunar 2
Saucony Triumph

racer trainers
Asics DS Trainer
Asics Noosa Tri
Brooks Ravenna
Brooks Pure Cadence
Brooks Pure Flow
Mizuno Elixir
Mizuno Sayonara
New Balance 980
New Balance 890
New Balance 870
Nike Zoom Elite
Saucony Cortana
Saucony Mirage

kids training
Asics Kayano
Asics 2000
Asics Noosa Tri
Asics Nimbus
Brooks Pure Flow
Brooks Adrenaline
New Balance 980
New Balance 860
New Balance 880
New Balance 890
Nike Lunar Glide
Nike Free 5.0
Saucony Guide
Saucony Ride

trail
Altra Superior
Asics Fuji Sensor
Asics Fuji Racer
Hoka Stinson Trail
Hoka Stinson Tarmac
Hoka Rapa Nui Comp Trail (men's)
New Balance Minimus Trail
Nike Terra Kiger
Saucony Kinvara TR
Vibram Treksport

racing flats
Altra The One – 235g – 0mm
Asics DS Racer – 224g – 11mm
Brooks T7 Racer – 190g – 12mm
Brooks Racer ST – 258g – 12mm
Mizuno Ekiden – 150g – 6mm
Mizuno Hitogami – 190g – 9mm
Mizuno Musha (women's) – 9mm
Mizuno Ronin – 214g - 9mm
Mizuno Universe – 110g – 3mm
Nike Lunar Racer – 188g – 7mm
Nike FlyKnit Racer – 184g – 10mm
Nike Lunar Spider R & LT – 6/8mm
Saucony Kinvara – 4mm – 226g
Saucony Grid Type A5 – 4mm – 172g

Info = heel pitch (mm) and weight (men's US size 9)

spikes
Asics Hyper LD
Asics Hyper Sprint
Asics Japan Lightning
Asics Hyper Rocket Girl SP
Asics Hyper Rocket Girl D
Mizuno Tokyo
Nike Zoom Superfly
Nike Zoom Matumbo
Nike Zoom Victory
Nike Zoom Rival Sprint
Nike Zoom Rival MD
Nike Zoom Rival Distance

waffles & kids racing
Asics Firestorm
Brooks Pure Flow
New Balance 230
Nike Zoom Waffle Racer
Nike Jana Waffle
Nike Free 5.0
Saucony Kinvara

intraining shoe brands

asics · Nike · Mizuno · Brooks · saucony · Hoka One One · Vibram FiveFingers · Altra · new balance

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12 DAYS of super specials the opening days

Indooroopilly Shopping Centre

Grand opening schedule 12 days of intraining

Free Gift with every purchase (while stocks last)
Flashing LED armband for purchases up to $100
Free Running Cap or Visor for purchases from $100 to $200
Free Running Singlet for purchases over $200
Also special offers from each Days Sponsor

$1000 Voucher prize draw at end of opening from all visitors
You do not need to buy anything to be eligible
just fill out our entry at either 33 Park Rd Milton or Indooroopilly Shopping Centre
Prizewinners results posted on intraining facebook page.

Special Offers and Prizes during the Grand Opening Week:

DAILY PRIZE DRAWS AND OFFERS
- Daily major prize draws from each days sponsors
- Special offers and gift with purchase for each day
- Running Watch drawn each day
- Free Breakfast Run each weekday morning

OPENING PRIZE DRAWS AND OFFERS
- $1000 prize voucher to Intraining drawn Mon 12th at 5:30pm
- Pair of Adidas Eyewear Sunglasses valued at over $200
- Intraining Events series entry valued at $250
  Brisbane Marathon Festival August 3rd
  Twilight Bay Run September 20th
  Twilight Running Festival March 22nd

SPECIAL OFFERS DURING WEEK:
- Free 15 min biomechanical assessment by intraining running injury clinicians (Bookings required) for Day 12
- Run with elite athletes and Olympians
- 3 for the price of two socks promotions from Lightfeet, Experia and Injinji
- Buy a Mothers day $200 gift voucher for $180
- Shop at one store and receive $10 voucher for our other shop valid for the 12 days of intraining

1 Opening day – club day

Thursday May 1 **Open 9am to 9pm**
Intraining Club Day
15% Discount off Footwear for club members on the day.
Free Flashing armband for every club member who visits the store
Random Draw of any pair of shoes from the intraining Shop
  includes intraining Marathon School Pack
  includes membership intraining Running & Triathlon Club
7am Breakfast Run: Keating Park (corner of Belgrave Rd and Stamford Rd)
7pm Club Function

2 Love 2 Run day

Friday May 2 **Open 9am to 5:30pm**
Love 2 Run Singlets and Shirts - $35 for one or two for $60
Random draw of 5 singlets or shirts to customers
7am 4km Breakfast Run: Keating Park (corner of Belgrave Rd and Stamford Rd)

3 Brooks day

Saturday May 3 **Open 9am to 5pm**
Gift with Brooks Footwear purchase - Brooks Running Cap valued at $30
Brooks $200 Footwear and Clothing prize draw
7am Parkrun Rocks Riverside Park

4 Mizuno day

Sunday May 4 **Open 10am to 4pm**
Gift with purchase of Mizuno Footwear – Mizuno shirt, watterbottle or shoe bag
Mizuno Footwear prize draw
6am Long Run from Park Rd Milton

5 Hoka day

Monday May 5 **Open 9am to 5:30pm**
Hoka Footwear prize draw
7am 4km Breakfast Run: Keating Park (corner of Belgrave Rd and Stamford Rd)

6 Timing day

Tuesday May 6 **Open 9am to 5:30pm**
Special Offers on GPS and stopwatches from Soleus, Garmin, Suunto, Timex and Nike
Nike GPS Watch prize draw
7am Breakfast Run: Keating Park (corner of Belgrave Rd and Stamford Rd)

7 Nutrition day

Wednesday May 7 **Open 9am to 5:30pm**
Special offers on Nutrition products from Endura, Puresport, GU and Nuun
Camelbak and Endura Product prize draw
7am Breakfast Run from Grosvenor Rd Carpark
7am Health Professionals Breakfast at shop

8 Asics day

Thursday May 8 **Open 9am to 5:30pm**
Gift with purchase of Asics Footwear – Asics earphones
Asics Footwear prize draw
7am 4km Breakfast Run from Grosvenor Rd Carpark
6pm Meet Olympic Triathlete Emma Jackson

9 Saucony day

Friday May 9 **Open 9am to 5:30pm**
Gift with purchase of Saucony Footwear – Saucony Socks
Saucony Footwear prize draw
7am 4km Breakfast Run: Keating Park (corner of Belgrave Rd and Stamford Rd)

10 New Balance day

Saturday May 10 **Open 9am to 5:30pm**
Gift with purchase of New Balance Footwear – Soccer Ball
New Balance Footwear prize draw
7am Parkrun South Bank
All Schools Champs Cross Country

11 Nike day

Sunday May 11 **Open 10am to 4pm**
Gift with purchase of Nike Footwear
Nike Footwear and Running Cap prize draw
6am Long Run from Park Rd Milton
Special Random draw for Mothers from intraining

12 intraining day

Monday May 12 **Open 9am to 4pm**
Random Draw of any pair of shoes from the intraining Shop
  includes intraining Marathon School Pack
  includes membership: intraining Running and Triathlon Club
7am Final Breakfast Run from Keating Park
5:30pm Major Random draws of $1000 Intraining voucher, Adidas Sunglasses and Intraining Event Entries.

*WHILE STOCKS LAST (from May 1-12)

CHECK OUT OUR FACEBOOK PAGE FOR THE LATEST UPDATED SCHEDULE
https://www.facebook.com/intraining.centre

OPENING HOURS DURING THE 12 DAYS OF INTRAINING:

Thurs 1	9am - 9pm
Fri 2	9am - 5:30pm
Sat 3	9am - 5pm
Sun 4	10am - 4pm
Mon 5	9am - 5:30pm
Tues 6	9am - 5:30pm
Wed 7	9am - 5:30pm
Thurs 8	9am - 9pm
Fri 9	9am - 5:30pm
Sat 10	9am - 5pm
Sun 11	10am - 4pm
Mon 12	9am - 4pm

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CALF MUSCLE TEARS

By Doug James,
Physiotherapist and Podiatrist

Calf muscle tears are fairly common in runners and can result in pain and an inability to run or walk comfortably. They often strike at inopportune times – such as during the sprint finish of a race, and can leave the runner unable to run for weeks, or even months. With correct care, healing time can be reduced, safely returning you back to running.
Important note, any pain behind the knee that is also swollen and hot should be investigated immediately by a medical professional to rule out deep vein thrombosis (DVT).

ANATOMY

The calf comprises of two main muscles – the Soleus and the Gastrocnemius. The Soleus has a long, wide muscle belly that extends the length of the back of the shin. The Gastrocnemius is the muscle on the top half of the calf and consists of a medial and lateral head which both overly the Soleus. Together the Soleus and Gastrocnemius form the Achilles tendon which attaches to the heel allowing us to push off when we walk, run and stand on tip toe.

ACUTE MUSCLE TEARS

Small muscle tears occur nearly every time that we run, however they are usually so small that they heal by the next time that we run. More substantial acute tears can happen when there's insufficient healing time between running sessions, or more stress is put on the muscle than it can handle – often during sprinting and running uphill/stairs.

Frequently runners will get calf muscle tears when they use minimalist/barefoot shoes and/or try to change their running style away from heel striking to landing their forefoot (usually on advice that it reduces injury).

Risk factors for acute muscle tears include:
- Inadequate warm up
- Incorrect or worn out shoes
- Running on a steeply cambered road
- Tight and/or fatigued calf muscles
- Running with increased speed or power

The tear may feel like a burning sensation, intense tightness and is sometimes accompanied by a 'pop' sound as it tears. Depending on the severity of the injury, normal walking may feel slightly uncomfortable to near impossible. The medial (inside) head of the Gastrocnemius is a common site for acute muscle tears, but can occur in either of the calf muscles.

CHRONIC MUSCLE TEARS

Poorly healed acute muscle tears are likely to continue causing pain due to scar tissue which forms during the healing process. Scar tissue is less flexible and can pull on surrounding healthy muscle tissue creating further damage. Running with pain in a muscle will mean that it doesn't function properly and can expose you to risk of other injuries.

In addition to the risk factors for acute muscle tears, the following may contribute to a chronic muscle tears:

- History of poorly healed calf muscle or Achilles injury
- Leg length difference
- Muscle strength imbalance
- Poor foot biomechanics (excess or insufficient pronation)
- Training program errors

TREATMENT

Immediate treatment for calf muscle tears involves use of calf compression, intermittent ice packs, and ceasing pain provoking activities for 2-3 days. After the first few days, massage is useful to help encourage faster healing and reduce scar tissue in the muscle. Seeing a physiotherapist at this point is necessary to help judge the severity of the injury and begin a rehabilitation program. The goal of rehabilitation is to help strengthen and regain flexibility in the muscle in order to return to running and avoid injury reoccurrence. In cases of chronically reoccurring muscle tears it is useful to see a podiatrist at intraining to have your biomechanics, footwear and gait assessed as potential causes of injury.

If you have a running injury, contact the intraining running injury clinic to schedule an appointment today.

intraining RUNNING INJURY CLINIC: *Podiatry & Physiotherapy*

- ☑ Pain in the Foot, Heel, Ankle, Knee, Hip and Back
- ☑ Running Form and Movement Analysis
- ☑ Biomechanics and Postural Problems
- ☑ Ingrown Toenails and Blistering
- ☑ Children/teens sports and growth related injuries

CALL OR EMAIL TO BOOK AN APPOINTMENT
Ph: 3367 3088 E: clinic@intraining.com.au

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05 MAY

Sat 3	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 3	Queensland Running X-Country, Bald Hills	www.queenslandrunning.com.au
Sat 3	Neon Run | 5km | Gold Coast	www.neonrun.com.au
Sat 3	Fitness First Corporate Triathlon - Gold Coast	www.supersprint.com.au
Sun 4	QUT Classic 10km and 5km	www.intrainingevents.com.au
Sun 4	BDO Brisbane Coot-tha Challenge Bike Ride	www.bq.org.au
Sun 4	Sports Super Centre Fun Run Series - Race 3	corporatechallenge.com.au/fun-runs
Sun 4	Hamilton Island Hilly Half Marathon	www.hamiltonisland.com.au
Sun 4	Sunshine Coast Cross Country Series - Race 3	www.sccrosscountry.org
Sat 10	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 10	Queensland Running X-Country, Bald Hills	www.queenslandrunning.com.au
Sat 10	All schools XC champs	www.qldathletics.com.au
Sat 10	Byron Bay Triathlon | 1.5/40/10 | Byron Bay	www.byronbaytri.com.au
Sun 11	2XU Hervey Bay Triathlon 1.5/40/10	www.herveybaytri.com.au
Sun 11	The Mum Run | 5km and 10km | Noosa	www.atlasmultisports.com.au
Sun 11	Mothers Day Classic | 4km & 8km | Brisbane & Gold Coast	www.mothersdayclassic.org
Sat 17	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 17	Queensland Running X-Country, Mitchelton	www.queenslandrunning.com.au
Sun 18	Weet-Bix Tryathlon - Sunshine Coast	try.weetbix.com.au
Sun 18	BRRC | 5k to 25k self select | West End	www.brisbaneroadrunners.org
Sun 18	Sunshine Coast Cross Country Series - Race 4	www.sccrosscountry.org
24-25	Warwick Pentath-run | 42.2km | Warwick	www.pentathrun.com
Sat 24	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 24	Queensland Running X-Country, Toowong	www.queenslandrunning.com.au
Sat 24	Queensland Cross Country - Round 2	www.qldathletics.com.au
Sun 25	Weet-Bix Tryathlon - Brisbane	try.weetbix.com.au
Sun 25	Rotary Fun Run | 1km, 5km, 10km | St Lucia	www.rotaryfunrun.com.au
Sun 25	Rocky River Run | 5km, 10km, 21km | Rockhampton	www.rockyriverrun.com.au
Sun 25	Koala Run | 10km & 5km | Redlands	www.koalacentral.com.au
Sun 25	The Power Walk Dress for Success | 5km | Newstead	www.dressforsuccess.org
Sat 31	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 31	Queensland Running X-Country, Strathpine	www.queenslandrunning.com.au

06 JUNE

Sun 1	Mater Care for Kids Fun Run	www.mater.org.au
Sun 1	Sports Super Centre Fun Run Series - Race 4	corporatechallenge.com.au/fun-runs
Sun 1	Coral Coast Triathlon - Cairns 1.5/40/10	www.usmevents.com.au
Sun 1	Mackay Marina Run | Half, 8km, 5km | Mackay	www.mackaymarinarun.com
Sun 1	The Color Run | 5km | Brisbane	www.colorrun.com.au
Sun 1	Kokoda Challenge | 30km | Brisbane	http://kokodachallenge.com
Sun 1	Sunshine Coast Cross Country Series - Race 5	www.sccrosscountry.org
Sun 1	Queensland Half Marathon & 10km	www.queenslandmarathon.com.au
Sat 7	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 7	Queensland Running X-Country, Logan	www.queenslandrunning.com.au
Sat 7	Queensland Cross Country - Round 3	www.qldathletics.com.au
Sun 8	Ring Road Run | 10km & 5km | Wide Bay	www.ringroadrun.com.au
Sun 8	Ironman 70.3 Cairns 1.9/90/21	www.usmevents.com.au
Sun 8	Ironman Cairns 3.8/180/42.2	www.usmevents.com.au
Sun 8	BRRC | 20km Champs & 5-35km | West End	www.brisbaneroadrunners.org
Mon 9	Race the Rattler | 18.5km | Gympie - TBC	www.thevalleyrattler.com
Sat 14	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 14	Queensland Running X-Country, Chermside	www.queenslandrunning.com.au
Sun 15	Sunshine Coast Cross Country Series - Race 6	www.sccrosscountry.org
Sun 15	City 2 South - Brisbane	www.city2south.com.au
Sat 21	Queensland Cross Country - Round 4	www.qldathletics.com.au
Sat 21	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 21	Queensland Running X-Country, Yeronga	www.queenslandrunning.com.au
Sun 22	Caloundra Foreshore Fun Run 3km & 10km	www.caloundrafunrun.com
Sun 22	BRRC | 10km Champs & 5km | West End	www.brisbaneroadrunners.org
Sun 22	Mt Walker Fun Run | 4km | Hughenden, QLD	porcupinegorgechallenge.com.au
Sun 22	Twilight Neon Run | 5km & 10km | Sippy Downs	www.atlasmultisports.com.au
Sun 22	Sports Super Centre Fun Run Series - Race 5	corporatechallenge.com.au/fun-runs
Sat 28	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 28	Queensland Running X-Country, Chermside West	www.queenslandrunning.com.au

07 JULY

5-6	Gold Coast Airport Marathon 2014	www.goldcoastmarathon.com.au
Sat 5	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 5	Queensland Running X-Country, Tingalpa	www.queenslandrunning.com.au
Sat 12	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 12	Queensland Running X-Country, Chermside	www.queenslandrunning.com.au
Sun 13	Townsville Triathlon Festival | 1.5/40/10 | Townsville	www.townsvilletrifestival.org.au
Sun 13	BRRC | 5km - 15km | West End	www.brisbaneroadrunners.org
Sun 13	Somerset Rail Trail Fun Run | 8.3km | Lowood	www.railtrailfunrun.com.au
Sat 19	Kokoda Challenge | 96km | Gold Coast	www.kokodachallenge.com
Sat 19	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 19	Queensland Running X-Country, Strathpine	www.queenslandrunning.com.au
Sun 20	Airlie Beach Running Festival | 21km & 10km | Airlie Beach	whitsundayrunningclub.com.au
Sun 20	Jetty 2 Jetty | 21km, 10km & 5km | Woody Point	www.j2j.com.au
Sun 20	The Color Run | 5km | Townsville	www.thecolorrun.com
Sat 26	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 26	Queensland Running X-Country, Mitchelton	www.queenslandrunning.com.au
Sun 27	Great Strides for Cystic Fibrosis | 5km & 10km | TBC	www.cfqld.org.au
Sun 27	The Brook Run | 7km | Kedron Brook Reserve	www.thebrookrun.com.au
Sun 27	Pomona King of the Mountain | Pomona	www.kingofthemountain.com.au
Sun 27	Park2Park | 21km, 10km & 5km | Ipswich	www.park2park.com.au
Sun 27	BRRC | 5km - 15km | West End	www.brisbaneroadrunners.org

08 AUGUST

Sat 2	parkrun 5km - Australia wide	www.parkrun.com.au
Sat 2	Queensland Cross Country Champs	www.qldathletics.org.au
Sun 3	Brisbane Marathon Festival	**www.brisbanemarathon.com**
	42.2km Brisbane City Marathon	*6am Start*
	21.1km Brisbane Half Marathon	*6am Start*
	10km Brisbane Run	*6.30am Start*
	5km Brisbane Run/Walk	*10am Start*
	2.2km Kids Mini-Marathon	*10.15am Start*
Sun 3	Cane 2 Coral 15km & 8km Fun Run	www.cane2coral.com.au
Sun 3	Townsville Running Festival	www.townsvilleroadrunners.com.au
Sat 9	parkrun 5km - Australia wide	www.parkrun.com.au
Sun 10	TQ Duathlon Champs | 10/40/5	www.triathlonqld.com.au
Sun 10	BRRC | 5km & 10km | West End	www.brisbaneroadrunners.org
16-17	Tough Mudder - Sunshine Coast	www.toughmudder.com.au
Sat 16	parkrun 5km - Australia wide	www.parkrun.com.au
Sun 17	Botanic to Bridge | 8km & 3km | Gladstone	www.botanictobridge.com.au
Sun 17	TLC Fun Run | 10km & 5km | North Lakes	www.tlcfunrun.org.au
23-24	Rainbow Beach Triathlon | 750/20/5 | Rainbow Beach	www.rainbowbeachtriathlon.com.au
Sat 23	parkrun 5km - Australia wide	www.parkrun.com.au
Sun 24	Challenge Half Triathlon| 1.9/90/21 | Gold Coast	www.challenge-family.com
Sun 24	Airlie Beach Triathlon | 750/20/50 | Airlie Beach	www.whitsundaytriclub.com
Sun 24	BRRC | 10mile Champs & 5mile | West End	www.brisbaneroadrunners.org
Sun 24	Tre-X Offroad Duathlon | 600m/20km/6km | Kurwongbah	www.tre-x.com.au
Sat 30	Straddie Salute | 750/18/8	www.weekendwarriorevents.com.au
Sat 30	parkrun 5km - Australia wide	www.parkrun.com.au
Sun 31	Sunshine Coast Marathon	www.sunshinecoastmarathon.com.au

facebook
CONNECT WITH the intraining running centre
https://www.facebook.com/intraining.centre
CONNECT WITH the intraining club
https://www.facebook.com/intrainingrunningclub

intraining
the running store run by runners
NEW STORE OPENING MAY 1ST
INDOOROOPILLY SHOPPING CENTRE

2 RUN
RUNNING GEAR THAT TURNS HEADS
Running gear that turns heads
www.intraining.com.au

Twilight BAY RUN WYNNUM 2014
20TH SEPTEMBER
FIRST RACE: 4.00PM
1 km 5 km 10 km 21 km

Brisbane MARATHON Festival
Presented by: intraining
2.2 KM 5KM 10 KM 21.1 KM 42KM .195
3 AUGUST 2014
www.brisbanemarathon.com

Get the perfect fit at intraining
33 Park Road, Milton & Indooroopilly Shopping Centre
Injuries getting in the way of your running?
intraining running and injury clinic
Book Online at www.intraining.com.au or call 3367 3088

in TIMING
ELECTRONIC SPORTS TIMING AND EVENT MANAGEMENT
PH:07 3369 8938
CALL OR GO ONLINE TO GET A QUOTE
www.intrainingevents.com.au

MEET THE STAFF

intraining
the running store run by runners

STEVE MANNING

Personal bests:

5km PB- 14:52
10km PB – 30:41

How long have you been running: 40+years

MARGOT MANNING

Personal bests:

5km PB- 16:36
10km PB – 35:35

How long have you been running: 30+years

RICKY SWINDALE

Personal bests:

10km PB- 33:43
1/2 Marathon PB– 1:13:21

How long have you been running: 16 years

DOUG JAMES

Personal bests:

5km PB- 21:04
1/2 Marathon PB – 1:36:57

How long have you been running: 10 years

EMILY DONKER

Personal bests:

5km PB- 18:17
10km PB – 37:16

How long have you been running: 10 years

THERESA FABIAN

Personal bests:

5km PB- 20:21
Marathon PB – 3:19:59

How long have you been running: 33 years

DANIEL MANNING

Personal bests:

5km PB- 18:26
10km PB- 39:19

How long have you been running: 10 years

ASHLEIGH HARDING

Personal bests:

5km PB- 19:30
10km PB – 43:30

How long have you been running: 9 years

MURIEL MCLEAN

Personal bests:

1/2 Marathon PB – 1:31:27
Marathon PB – 3:20:05

How long have you been running: 9 years

MATT RIXON

Personal bests:

5km PB- 18:46
10km PB – 39:43

How long have you been running: 15 years

CLARE WILLIAMS

Personal bests:

10km PB- 38:08
Marathon PB – 2:47:23

How long have you been running: 16 years

STU MORRISON

Personal bests:

5km PB- 19:01
10km PB – 40:13

How long have you been running: 5 years

DAN SYMONDS

Personal bests:

Mile PB- 3:58s
10km PB – 34:18

How long have you been running: 10 years

BEN HARWIN

Personal bests:

5km PB- 18:07
10km PB – 37:05

How long have you been running: 9 years

NATHAN FITTOCK

Personal bests:

5km PB- 17:55
10km PB – 39:00

How long have you been running: 9 years

EAMONN RING

Personal bests:

5km PB- 17:50
10km PB – 37:30

How long have you been running: 16 years

LIZ LOVERING

Personal bests:

5km PB- 21:54
10km PB – 53:15

How long have you been running: 28 years

JAMES BELL

Personal bests:

5km PB- 20:39
10km PB– 43:54

How long have you been running: 8 years

LIAM WOOLLETT

Personal bests:

5km PB- 15:10
10km PB – 32:56

How long have you been running: 4 years

HAMISH HAMILTON

Personal bests:

5km PB- 16:00
10km PB – 35:09

How long have you been running: 5 years

myths about buying running shoes

By Steve Manning

Buying new shoes can be a daunting task. With such a wide selection of shoes available and so many myths about buying shoes, how do you choose the shoe that best suits you?

Media covers every latest fad as if it is the new truth and everything we believed in the past was wrong. Footwear evangelists and marketing companies promote their latest invention/gimic as being the only way. With so many companies more interested in your money than you, how do you ensure that the shoe you are buying is the best shoe for you? How do you trust the advice you are given is to help you with your running and not help someone else with their cash flow?
The best thing to do is be an informed, cynical consumer. There is nothing wrong with questioning the advice you are given. If the answers do not make sense to you then they are probably suss.
At intraining we embrace your questioning nature. This article is our way to help you become that informed consumer by debunking the many myths of running footwear selection.

myth FIT MYTHS:

FOOT SIZE CAN BE MEASURED TO SELECT THE RIGHT SIZE OF SHOE.

At intraining we never measure your foot size. The reason for that is the right fit is not related to the size on the shoe. Length, width and depth on different models, even in the same brand, can vary by up to a size. If you have your foot measured and think that is the size you will be in all models then you are much more likely to end up with a shoe which does not fit. Fit is also a personal preference with some people wanting more room than others. We check every shoe on your foot and give you feedback on what the right fit should feel like.

A THUMBS WIDTH AT THE END IS WHAT YOU NEED IN A RUNNING SHOE.

This old myth only works about 10% of the time. It is definitely worse to have a shoe too short than too long however both can be a problem. If you are only running up to 5km having your toes close will not cause many issues however if you are doing runs beyond 1 hour you will be at increased risk of losing toenails. Having shoes too long can affect the location of where your toes bend vs where the shoe bends in the forefoot. If this is not in alignment then it increases the forces under the ball of your foot. Shoes that are too large can cause you to claw with your toes to keep the shoe on your foot.

YOUR FOOTPRINT IS RELATED TO THE SHOE THAT IS BEST FOR YOU.

Footprints only tell you about the weightbearing area and not about how your foot functions. It is possible to have a small weightbearing area but a lower arch if you have a rigid foot. You can get a better idea about what type of shoe you need by looking at the foot when sitting and standing. It is more important to identify if you have a rigid or flexible foot than a high or low arch.

WOMEN WITH WIDE FEET CAN GO TO A MEN'S SHOE.

While this is true to an extent, most women with wide feet will have to compromise other fit factors when going to a mans shoe. One of the big structural differences between men's and women's feet is that women have narrower bones. That means narrower heels and shallower feet even if they have a wide forefoot. If a woman goes to a man's shoe for width or length they will likely be moving around inside the shoe. There are many different models available at intraining for women in wide and narrow feet and foot sizes up to 12US.

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myth BIOMECHANICS MYTHS:

PRONATION IS BAD.

Pronation has been blamed as the main cause of injuries in runners since the 1970's. Research had not been conducted on pronation injury risk until the last 10 years. While the few percent of people who have extreme pronation have an increased injury risk, for most people the research has shown that people who do not pronate get the most injuries. Some studies have found an inverse relationship with pronation and injury where the more you pronate the less your injury risk. The purpose of pronation is to deflect force and rigid feet that can not pronate can not dampen the forces of impact as well.

KINETICS (FORCES) VS KINEMATICS (MOTION)

Too much emphasis has been placed on the motion that occurs rather than the forces that exist. There is significant variation in the ideal running styles of different runners. This is because there is significant variation in anatomy such as the range of motion of joints, the relative strength of different muscle groups and the coordination of different runners. While it is easier to identify movement that you can see, it is less important than the forces that occur. The direction of force is more significant than the amount or location of force.

THERE IS ONE BEST WAY OF RUNNING/MOVING FOR EVERYONE:

Different running techniques like Pose, Chi and Natural running try to put everyone in the same box. Because we are all designed differently we can not expect to run the same. Heel striking is commonly identified as being a problem for runners. In fact a new study has shown that the injury risk of heel striking and midfoot/forefoot striking is the same, however each way of running has a higher risk for different types of injuries. Other factors like forward lean, arm carriage and cadence all change depending on your structure and speed. Many studies have found that the further away you move from your preferred running style the less efficient you become and the more energy you use.

ORTHOTICS AND FOOTWEAR

Most runners who have seen a podiatrist and been prescribed orthotics will have the orthotic made up first and then are told to find a shoe that it fits. In some cases they are told to buy a neutral shoe because the "orthotic will give you all the control you need." The best way of making orthotics for runners is to find the best shoe possible first and then to make the orthotic to work with the shoe. Shoes have much more potential to have an impact on the support for a runners foot then an orthotic because of the thickness of the sole and the variety of materials used. Orthotics should be helping to customise the shoe to the runners foot. Without the right type of support from a shoe an orthotic may not even be able to function the way it is designed. Rigid three quarter orthotics are not able to have an impact in propulsion so most runners need to have full length devices to support their running biomechnics.

MINIMALISM

Minimalism in footwear has become very popular since the publication of "Born to Run". Minimalist concepts include: low heel heights, thinner soles, lighter shoes, avoiding heel striking and "natural" running. This fad has had a positive influence on moving people away from trying to just block the foot's movement to trying to allow the foot to function the way it was designed. Unfortunately some people have taken it too far and believe that any support is bad and will increase injury risk. There have been major law suits lost by companies claiming a reduced injury risk in their minimalist shoes when in fact for most people there is an increased injury risk.

myth GIMIC MYTHS:

SOFTNESS IS CUSHIONING

Many people confuse softness with cushioning. In biomechanics terms cushioning is shock attenuation. The goal is to dampen the peak impact force in the belief that this will reduce injury risk. The main mechanism to achieve that is the coordinated contraction of your calf and quadriceps muscles. Soft surfaces and soft shoes have been shown to increase the peak forces that go through the knee. This may be caused by the reduction in feedback from the ground disrupting the runners timing of the muscle contractions to dampen the force of impact. Force equals mass times acceleration. Your body weight and how hard you hit the ground are the factors that affect force. Cushioning is then dependent on the firmness in the midsole rather than the special material the particular shoe company has used. In fact firm midsoles generally have better cushioning. As midsoles age they lose their resistance to compression and lose their ability to dampen shock.

INSOLES OFFER EXTRA CUSHION AND ARE NEEDED IN NEW SHOES.

The purpose of an insole is to mould to the shape of the foot over time. This increases traction inside the shoe and makes the shoe more comfortable. It does not contribute anything to cushioning in comparison to the midsole of the shoe. As with orthotics, the shoe is much more effective at controlling the foot than an insole. Rather than adding an insole when you buy a new shoe it would be better to get the right shoe in the first place. If you really need something more than a shoe offers you would be better seeing one of our intraining podiatrists to have the shoe modified or to make an orthotic.

PRESSURE PADS CAN DETERMINE THE TYPE OF SHOE YOU NEED.

Two dimensional weightbearing forces do a poor job of predicting the forces that may lead to injury. Running pressure pads must be able to record data at a minimum 100Hz and must be recalibrated every 40 hours of use. Looking at pressure patterns walking is near useless for runners.

WALKING ANALYSIS CAN DETERMINE WHAT IS NEEDED IN A RUNNING SHOE.

By far the most important factor when buying new shoes is to be able to run in the shoes before choosing the best one for you. There can be subtle factors which affect the balance and function of the shoe which can only be identified when running. Walking has about half the impact forces of running. Running has a float phase when both feet are off the ground. Footstrike is very different walking and many more people are midfoot or forefoot strikers running than walking. Shoes can feel good while walking that do not work at all when running. Unless you run in the shoes before buying them it can be impossible to know which shoe will suit you the best. At intraining we additionally try to have you run with a different shoe on each foot so you can do a direct comparison between them.

How intraining guarantees you choose the best shoe to suit you:

- **We are runners and we run in the shoes to test them**
- **We have the widest range of models and sizes in running shoes**
- **We specialise in running shoes only – not boots and cross trainers**
- **We don't talk jargon instead we direct you to how the shoe should feel**
- **Our staff are podiatrists, podiatry students or very experienced runners**
- **We care about your needs. For us it is not about selling the most expensive shoe but rather about you finding the best shoe.**
- **We set no quotas for our staff to achieve certain sales volumes or add on sales so they can focus on helping you find the best shoe.**
- **You are able to run in the shoes before buying which is the most important factor**
- **We love to run and we love runners.**

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SPIBELT

Spibelt stands for Small Personal Item Belt and the name implies exactly what its function is. Runners and walkers alike don't like to go out without certain items. But where do you put this stuff? Things like car keys, mobile phone and money for instance. Out on a long run you might like to take gels or lollies to eat. It's small things like these but if you put them in pockets (if you have pockets) they will flop and be annoying. So what do you do? A Spibelt solves the problem and does it well.

The Spibelt is a simple belt with one expandable zipped pocket; dual pockets are available. The belt is adjustable , one size fits all. Even when its full, it does not bounce, ride or slip during physical activity. You won't even know it's there. They come in a myriad of different colours, from neon colours to polka dots.

You can also add race bib toggles (handy for triathletes) or pin your race bib to the Spibelt.
As an added bonus it is flat enough to be worn as a money belt underneath your clothing for travel.

Muriel Mclean

MIZUNO WAVE HITOGAMI

The Wave Hitogami is the newest racer-trainer shoe to come from Mizuno. Upon inspecting the Hitogami, it was hard not to notice the upper of the shoe and how its minimalistic approach contributed to quite an artistic finish. As with most of Mizuno's shoe models, there is an underlying meaning behind their names and that is again the case with the Hitogami. Hitogami means 'Human God' and in ancient Japanese theatre, actors would don face paint to transform into Hitogami.

Running in the Hitogami's just felt effortless. I was pleased to find the shoe had a firm yet responsive feel through heel strike to toe-off. The lightweight construction gave the feeling of not really wearing a shoe at all. The drop is 9mm, but the full foot feel goes a long way in letting the foot be very relaxed in this shoe. Being more of a heel/mid-foot striker, the wave plate in the shoe was beneficial, as it provided a stable platform throughout the mid-foot and a smooth ride for propulsion.

All in all, a fantastic shoe which is lean enough for racing, yet stable throughout the mid-foot making it a great choice for training as well.

Ben Harwin

PURESPORT

PureSport has just what you need, whether you're a beginner or an elite runner. Stocking four delicious flavours; grape, lemon lime, banana berry and fruit punch, PureSport has a flavour for any tastebud.

PureSport workout contains carbohydrates, protein/amino acids and electrolytes to assist the body during all types of intense activity. It provides the extra kick you need to last you that little bit longer and push yourself further throughout your chosen activity.

PureSport recovery allows for a quicker rehabilitation so you can go back out and push yourself again. The drink accelerates the replacement and storage of muscle fuel. The added protein and carbohydrates will reduce muscle damage, promote muscle repair and speed the storage of muscle glycogen.

Both workout and recovery sport drinks;
- Contain a third of the sugars that are in majority of sport drinks
- Have added magnesium and electrolytes to reduce cramping
- Added Vitamin C to promote a stronger immune system
- Gluten free and caffeine free

Ashleigh Harding

ANTI-CHAFE

Wondering which anti-chafe product is the best?

First up is Stridem ($19.95) with their roll-on anti chafe lotion. Stridem goes on really easily and feels light, thin and unobtrusive. It's great for large areas like under the arms and between the thighs.

Body Glide's anti-chafe stick ($24.00) is easy to apply on all areas of the body. Triathletes take note though, Body Glide is a waxed based product so it's going to stand up to water, meaning you can apply before your race and still be chafe free when you finish your run.

Skin Strong's Slather ($12.00) comes in a cream, allowing you to apply it to more tricky areas like around your toes and... other sensitive areas. It contains a slight amount of menthol and tea tree oil that gives it a slight cooling sensation on the skin as well as helping heal already chafed skin.

Stu Morrison

INJURY PREVENTION

Are you finding it hard to recover after those hard sessions or struggling to get over those injuries? You can't go past using some of the rehab products that are available at Intraining to loosen up those stiff muscles.

Trigger ball:
The trigger ball is good for those more direct sore spots that the foam roller can't put enough pressure on. It has the same benefits of the foam roller but it's good for applying pressure on one single spot at a time. It's small and light, making it easy to carry around with you.

Stability disc:
The stability disc is perfect for improving your core strength by working your balance and improving your flexibility. It's good for injury preventation and it can be used for many different areas to target different muscles.
intraining stock all three of these important rehab products, come to intraining and check it out now!

Liam Woollett

SKIRTSPORTS REDEMPTION RUN SHORT

Not sure if it should come as a surprise or not that the company that perfected the running skirt are now producing what I believe are the best running shorts ever.

They are made of a light, moisture wicking fabric that is quick dry and provides 30+ UV protection. There is a 5" zipper pocket at the back as well as a little hidden pocket at the front. The inseam length is 4" which makes them short yet still modest, perfect for women of all ages, shapes and sizes. But what makes them stand out from the rest is they are so comfortable due to the 4-way tummy and back paneled waistband, the soft leg binding, and the bonded inseam which prevents chafing. And as well as black they come in a range of funky colours that are bound to brighten up any running wardrobe!

Theresa Fabian

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