

**RUNNING AND FITNESS RETAILERS RACE TO  
CHICAGO TO LEARN ABOUT  
BUYING POWER OF ACTIVE AMERICAN WOMEN**

**The Running & Fitness Event For Women, June 29 to July 1, 2015, Navy Pier**

Four hundred running and fitness specialty retailers from North America will travel to Navy Pier on June 29 to July 1, 2015, for The Running & Fitness Event For Women (TR&FE4W) – to study how to profit from the powerful \$11.5 billion women’s activewear market.

Women comprise 58% of 5K races, 61% of half marathons, 60% of studio fitness, and 49% of avid cyclists. What’s more, 80% of those who participate in yoga are women. Women either purchase directly or influence 85 percent of the purchases in sporting goods, according to Mark Sullivan, editor of *Running Insight* magazine and president of show organizer Formula4 Media.

The closed to the public trade show features women-specific fitness products from 130-plus companies including: A4, Ahnu, Altra, Avia, Brooks, CW-X, Eagle Creek, Fila, New Balance, ON, Osmo, prAna, Smartwool, Softe, Soleus, Spenco, Ryka, The North Face, Timex, Vionic and Zensah.

Among the most newsworthy new products on display: **Trislide** is a continuous spray skin lubricant that eliminates all skin chafing ([sbrsportsinc.com](http://sbrsportsinc.com)); the **Gear Quiver** provides easy access to a smartphone, nutrition, light jacket, and keys, all while exercising ([orangemud.com](http://orangemud.com)); **Zensah** makes seamless running underwear and thongs using technical mesh and moisture wicking ([zensah.com](http://zensah.com)); and the **Noxgear** Tracer360 vest offers ultra-bright illumination using an advanced fiber optic/LED lighting system ([noxgear.com](http://noxgear.com)).

The latest fitness gear and apparel that women store buyers decide to order for their shelves will then be seen on active women runners and yogists as soon as fall 2015. Media opportunities:

- Monday, June 29, 6 p.m., Lakeside Terrace, Navy Pier – Fashion show with over 70 womens activewear styles.
- Tuesday, June 30 and Wednesday, July 1 - Trade show opens; see the latest accessories and gizmos including wearable activity trackers; extra cushioned footwear; clothing designed for age 40+ runners; rolling, wrapping and icing devices to help runners recover; and lots of reflective gear for safe running at night.
- Speak to product innovators in women’s running gear and apparel

**WHO:** Women’s activewear industry trade show features next generation running accessories, shoes and apparel (closed to public, media welcome).

**WHEN:** Conference opens June 29 at Navy Pier; trade show is Tuesday, June 30, from 10 a.m. – 6 p.m.; trade show hours on Wednesday, July 1, are 9 a.m. – 2 p.m. in Festival Hall B.

**WHAT:** A three-day women’s active sports conference and trade show organized by Formula4 Media, Great Neck, N.Y. [www.formula4media.com](http://www.formula4media.com), [www.therunningandfitnesseventforwomen](http://www.therunningandfitnesseventforwomen)

**WHERE:** Navy Pier, Chicago

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