

BEST RUNNING STORES

Store Buzz Kit

WELCOME

Use this kit to spread the word about why your store deserves to be selected as one of the Best Running Stores of 2021! *Remember, every nomination counts.* Feel free to share the below information via your social media, store website, emails/newsletters, and any other form of marketing you see fit.

QUICK OVERVIEW

The Best Running Stores of 2021 will be honored at the 15th annual [The Running Event](#). We can't wait to come together and celebrate run specialty's best!

Date + Location

December 2, 2021 at the Austin Convention Center in Austin, TX

Website Pages

Best Running Stores of 2021 Page:

<https://www.therunningevent.com/brs-2021-awards/>

Nominations Form:

https://diversified.formstack.com/forms/best_running_stores_2021_nomination_form

SOCIAL MEDIA

The Running Event has accounts on Twitter, Instagram, and Facebook. When posting, please tag The Running Event account, include the hashtag [#BestRunningStores](#), and link to the Best Running Stores landing page or the nominations form listed above.

We've also created social media cards for your use in social media promotion. Creative assets can be accessed at <https://www.therunningevent.com/brs-buzz-kit>. Simply save the image you'd like to utilize to your computer or phone, and share away.

Twitter, Facebook, and Instagram handles are the same: [@therunningevent](#)

Sample Social Copy

- [#BestRunningStores](#) honors the stores leading by example in the run specialty industry. Learn more: <https://www.therunningevent.com/brs-2021-awards/>
- Love our store? Nominate us to be one of 2021's [#BestRunningStores](#). Every nomination counts! https://diversified.formstack.com/forms/best_running_stores_2021_nomination_form
- Help us win! Nominate **[INSERT STORE NAME]** and share why we should be one of the [#BestRunningStores](#) of 2021! https://diversified.formstack.com/forms/best_running_stores_2021_nomination_form