

WELCOME

Congratulations on being a 2021 Best Running Store! Use this kit to spread the word about this exciting achievement; 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

Best Running Stores of 2021 Page:

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

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 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

- We're a 2021 [#BestRunningStore](#)! Check out this year's full list of winning stores: <https://www.therunningevent.com/brs-2021-awards/>
- We're proud to be a 2021 [#BestRunningStore](#), and we can't wait to come together in celebration at [#TRE21](#) this Dec. 2 in Austin! Join us: <https://www.xpressreg.net/register/trec1221/start.asp?sc=209616>
- We've been named a 2021 [#BestRunningStore](#)! We couldn't have done it without your nominations and support; on behalf of our store, Thank You! <https://www.therunningevent.com/brs-2021-awards/>