



NIKE BOSTON

RUNNING & ATHLETIC SCENE UPDATE

Week of 7.2.2017

7.2.17

INDUSTRY INSIGHTS

- ✓ On 7.3 runners will celebrate independence day with 'Finish at the 50', a 5k/10k in Foxborough, MA that concludes on the NFL New England Patriot's Gillette Stadium field.
- ✓ On 7.4 Lynnfield Athletic Association will host the 50th annual 5k, which is in the same town as one of Nike's three Factory Store locations in Massachusetts.
- ✓ Local breweries are pairing with fitness studios/instructors to combine workouts and drinking. On 7.8 Aeronaut Brewery will host a yoga class followed with drinks. Similarly, on 7.8, Craft Roots Brewery will host a Hike followed with drinks.
- ✓ Local running focused company, Tracksmith, opened a shop on Newbury Street a few blocks from Nike Boston's flagship store earlier this year. The company was featured in the July edition of Competitor magazine for its 'vintage Ivy league' styled running clothing.