



# **NIKE BOSTON**

## **RUNNING & ATHLETIC SCENE UPDATE**

Week of 7.9.2017

**7.9.17**

## **INDUSTRY INSIGHTS**

- ✓ Today Tracksmith launched its first bi-weekly run club at its Newbury Street storefront. This marks the start of a new Sunday morning distance run & Tuesday night track workout to serve the runners of Boston.
- ✓ Fitbit is hosting a free Hip Hop Yoga class on 7.10 in Copley Square with sponsors and raffles.
- ✓ The Esplanade Association of Boston, a private park along the Charles River, is hosting a series of events this week entitled 'Healthy, Fit & Fun Festival'. From 7.11 to 7.13, this free festival will include a Zumba class, a Sunset Yoga class, a Run in partnership with Marathon Sports, and a Bootcamp class.
- ✓ On 7.14 The 2017 Friday Night Lights 10k will serve as the 2017 USA Track & Field New England (USATF-NE) Outdoor Track and Field 10,000m Championship starting at 6pm at Danehy Field, Cambridge.
- ✓ On 7.15 Red Sox fans will be able to 'Run to Home Base' a 9k/5k at Fenway Park, the 8th annual race presented by New Balance.
- ✓ On 7.15 Equinox is hosting a free 'Masterclass' on the Seaport Common.