



NEWSLETTER

## Winter Peachy Apparel!



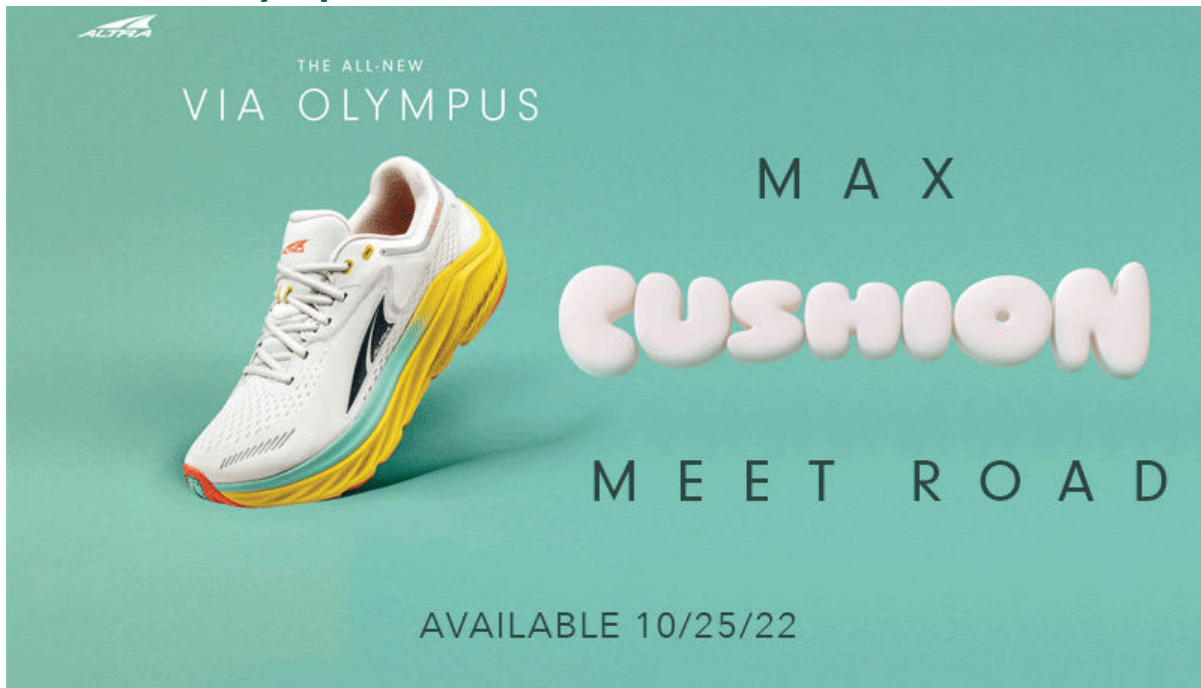
Peachy,

We got a preview last week of Winter and we have some new Peachy branded apparel now available in our stores and online! We have lightweight hooded jackets, down vests, and your favorite long sleeve tees that are soft and comfortable. Of course, we also have some joggers, tights, and even shorts (for those who like running in shorts in the middle of winter).

SHOP NOW!

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## Altra VIA Olympus



The highly anticipated Altra VIA Olympus will release on October 25th! It's a max cushion shoe with max comfort! There will be plenty of opportunities this week at all locations for you to demo this new model (check events below). If you're ready to make a purchase, shop our online store!

SHOP NOW!

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## Ep. 134 - The Big Peach *Ride + Run* Podcast with Guest Josh Wigley

The Big Peach Ride + Run Podcast is hosted by Big Peach Running Co. Director of Marketing, Dave "D2" Martinez. This week we are joined by Josh Wigley, a recent finisher of the Leadville 100 mountain bike race. Josh shares how he changed his mindset and took responsibility to overcome his addiction to

alcohol and turn his life around. Listen to the latest episode [here](#).

We invite you to subscribe to [Amazon Music](#), [iTunes](#), [Soundcloud.com](#), [Google Podcasts](#), [Spotify](#), or whatever [RSS](#) Podcast App you choose.



## SOCIAL RUNS

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	SATURDAY
Alpharetta	6:30 pm		6:30 pm		
Brookhaven		6:30 pm		6:30 pm	
Cartersville				6:30 pm	
Cumming		6:30 pm			7:30 am
Decatur			6:30 pm		
Kennesaw		6:30 pm			
Marietta		6:30 pm			7:30 am
Midtown		6:30 pm			7:30 am
Suwanee		6:30 pm		6:30 pm	

The [Cumming Saturday morning runs](#) are at the Bethelview Greenway Trailhead.

### Brookhaven Group Ride Wednesdays, 5:00 pm

Join us every Wednesday night for a group ride around the Brookhaven area. The ride will be led by members of our team and the Brookhaven Bicycle Alliance. The rides are open to all abilities with 13-mile & 20-mile routes. Post-ride, we'll gather at Hob Nob in Town Brookhaven for some post-ride food and drinks. Come on out and meet members of our team and the Brookhaven Bicycle Alliance. Follow us on Instagram [@bigpeachrideandrun!](#)

## EVENTS

### How To Hate Running Less Marietta - Wednesdays, 6:30 pm

We get it. Some folks don't like running. At times, it can feel clunky, jarring, and uncomfortable. That's why we're offering "How to Hate Running Less," a 30-minute FREE class with

basic instruction, simple drills, and light running designed to change the way running feels and, hopefully, make it feel lighter, smoother, and EASIER. It's open to everyone (Walkers, Runners, Kids). Come ready for light drills and running outside in our East Cobb location.



## Plantar Fasciitis Monday

**Cartersville - Monday, October 24th 12:00 pm**

This event is weekly and for anyone with Plantar Fasciitis or any foot issues. You can sign up [here](#) but it is not required to attend. Get personalized help from Jay Stephenson including how to massage and treat your Plantar Fasciitis. RSVP [here](#).

## Altra & Big Peach Run Crew Week

We are hosting Altra representatives to answer your questions and give you the chance to be the first to try out the new Altra VIA Olympus in our stores this week. We'll have demo runs all week at various locations so you can try them out for yourself! Check the schedule below because you won't want to miss out on the fun!

### October 25

**Decatur** (until 3 pm)

**Suwanee** (all day) Demo Run @ 6:30 pm

### October 28

**Kennesaw** (until 3 pm)

**Brookhaven** (all day) Demo Run @ 6:30 pm  
Featuring Creature Comfort Brewing

### October 26

**Cumming** (until 3 pm)

**Alpharetta** (all day) Demo Run @ 6:30 pm

### October 29

**Midtown** (until 3 pm)

Demo Run @ 7:30 am

### October 27

**Cartersville** (until 3 pm) | **Marietta** (until 3 pm)

**Kennesaw** Demo Trail Run @ 6:30 pm  
Kennesaw Mountain

### October 30

**Piedmont Park**

The Atlanta Halloween Half Marathon

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## FEATURED RACES

### Boos & Brews Beer Mile

**October 29th - Alpharetta, GA**

Join us for some spook-tacular fun at our Beer Mile hosted by Cherry Street Brewpub at Halcyon! Put on your costume and try our beer mile!





You'll get to enjoy a brew sample (apple juice for the kids) with each lap to make the mile AND receive a Large Finisher Pour! Children run for free with Adults in the 10 AM wave! Come one, come all! Registrants for the Beer Mile must be 21 in order to receive any alcohol. Register [online](#).

## Atlanta Halloween Half Marathon October 31st - Atlanta, GA

The Atlanta Halloween Half Marathon & 5K is a costume and Halloween themed event that adds a unique twist to the traditional half marathon & 5K event. Many of the runners & walkers tackle the 13.1 or 5K courses decked out in full costume! Register [online](#).



## Chocolate Turkey 5k November 20th - Canton, GA

Join North GA Running Co. and our Official Sponsor, Big Peach Running Co., for our Chocolate Turkey 5k & 1k Fun Run at Etowah River Park in Canton, GA.



## Gobble Wobble 5k/10k November 24th - Alpharetta, GA

Kick off your Thanksgiving Day with your choice of a 5k or 10k distance and earn your turkey. Register [online](#).



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## PACKET PICK-UPS

Red Hare Oktoberfest 5k  
[Marietta](#) - October 27th, 4 pm - 7 pm

Assault On Kennesaw Mountain  
5k  
[Kennesaw](#) - Oct. 28th, 2 pm - 7 pm

Cartersville 10k & 5k  
[Cartersville](#) - Oct . 28th, 10 am - 6 pm

Atlanta Halloween Half Marathon  
[Brookhaven](#) - Oct . 28th, 11 am - 4 pm

Atlanta Halloween Half Marathon  
[Midtown](#) - Oct . 29th, 10 am - 5 pm

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## RACE PARTNERSHIPS

- October 29: [Boos & Brews Beer Mile](#)
- October 29: [Cartersville 10k & 5k](#)
- October 29: [Red Hare JOG-toberfest 5k](#)
- October 29: [Assault on Kennesaw Mountain 5k](#)
- October 31: [Atlanta Halloween Half Marathon](#)

- November 12: [Atlanta Lab Rescue 5k](#)
- November 12: [Veterans Memorial 5k](#)
- November 12: [Run For Wounded Heroes](#)
- November 12: [4th Annual Warrior Run 5k & Fun Run](#)
- November 12: [Legacy 5k](#)

FOLLOW US:



[Alpharetta](#)  
678.739.4616

[Cumming](#)  
678.771.82.70

[Marietta](#)  
770.579.0444

CONTACT US:



[Brookhaven](#)  
404.816.8488

[Decatur](#)  
404.377.7370

[Midtown](#)  
404.502.9903

SHOP ONLINE:



[Cartersville](#)  
470.888.2987

[Kennesaw](#)  
678.903.0022

[Suwanee](#)  
678.896.5012

LOCALLY OWNED  AND OPERATED

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