

For Immediate Release



**New York City's First Dedicated Running Studio to Open in November
Classes will be Led by Elite Runners**

New York, NY (October 2014)

Human beings were born to run. This fall, New York City will get its first studio dedicated to helping individuals harness that natural ability and train like an athlete, regardless of fitness level.

Mile High Run Club, opening Fall 2014 in the heart of NoHo, is a completely unique studio with a fresh take on fitness, committed to the concept that training with a functional purpose helps athletes tap into their innate potential and unleash it in every day life.

"Running provides an intense caloric burn, but that's only part of what makes the sport so powerful. Becoming a stronger and more efficient runner helps people perform better in other sports and in daily life," says Debora Warner, founder of MHRC and a longtime trainer and running coach. "And yet some of the fittest amateur athletes and boutique studio-hoppers are intimidated by running. Mile High Run Club harnesses the power of this sport while making it accessible to athletes of any fitness level."

Using the incomparable Woodway Treadmill for run intervals and training tools including kettlebells for strength training, MHRC's program will offer a full range of running-focused classes. Because each athlete trains to his or her own ability while following the same interval structure, individuals experience the incredible energy of a group run, without the fear of being the last to finish.

"I was looking for a way to train people with various fitness levels," says Warner of her decision to build MHRC. "Unlike group training outdoors, the treadmill allows a group to stay together while completing the same run at each individual's effort level. No one is left behind."

Mile High Run Club offers two core classes. During the 45-minute DASH 28, athletes cover between two and three miles depending on individual pace. Off the treadmills, they are led through strength and power training. The 60-minute THE DISTANCE class, led by elite runners, is geared toward a performance-focused athlete looking for a more challenging run or training for a specific race.

Mile High Run Club believes everyone has the potential to be a fitter, stronger human being. At MHRC, athletes will train with a focus on tapping into their natural athletic potential. As the first studio in New York City truly dedicated to this concept, MHRC is about to revolutionize how we think of boutique fitness studios.

Come get your #runnershigh.

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