



## WELCOME

Congratulations on being a 2023 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 2023 will be honored at the 17th annual [The Running Event](#). We can't wait to come together and celebrate run specialty's best!

### Date + Location of the 2023 Industry Awards

November 30, 2023 at the Austin Convention Center in Austin, TX

### 2023 Best Running Store Web Page

[www.therunningevent.com/best-running-stores-2023](http://www.therunningevent.com/best-running-stores-2023)

## SOCIAL MEDIA

The Running Event has accounts on Twitter, Instagram, Facebook, and LinkedIn. When posting, please tag The Running Event account, use hashtags #BestRunningStore and #TRE23, and link to the Best Running Stores landing page listed above.

To make promoting your store easier than ever, our team is utilizing a one-click social sharing tool called "Gleanin." Simply [click here](#) to access social media graphics and pre-written copy—ready to share to all of your social accounts (and email) at the click of a button. For detailed branding guidelines and downloadable Best Running Stores logos, visit <https://www.therunningevent.com/brs-buzz-kit/>

### Sample Social Copy

- We're a 2023 #BestRunningStore! Check out this year's full list of winning stores: <https://www.therunningevent.com/best-running-stores-2023>
- We're proud to be a 2023 #BestRunningStore, and we can't wait to come together in celebration at #TRE23 this Nov. 30! Learn more and join us in Austin: <https://www.therunningevent.com/explore-tre23/>
- We've been named a 2023 #BestRunningStore! We couldn't have done it without your nominations and support. On behalf of our store, Thank You! <https://www.therunningevent.com/best-running-stores-2023>