

For Immediate Release

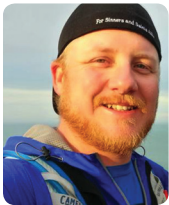
January 18, 2016

Contact: Skip Brand
(707) 395-0372
skip@healdsburgrunningcompany.com

HRC'S AMAZING GROWTH IN THE FIRST YEAR OF BUSINESS: 6 NEW HIRES, 2 PROMOTIONS AND CONGRATULATIONS TO A TEAM MEMBER WITH A NEW OPPORTUNITY

Healdsburg, CA — Healdsburg Running Company (HRC), due to a fast start in its first year, is bringing on six new team members, promoting two amazing employees and celebrating a new opportunity for a HRC alumnus.

HRC is excited to have Matt Wilson, Tiffany Belize and Susie Dalton join the company, which already has over 12 part-time and full time staffers.



Matt Wilson

Matt Wilson has extensive trail running and retail experience, which makes him coming to HRC as our resident wine-maker a perfect match. At "America's Wineiest Running Store", Matt will help with our Ultra events as well as our wine partnerships, when not working in the shop. Matt has over a decade of wine-making experience in Sonoma County and the Healdsburg area.



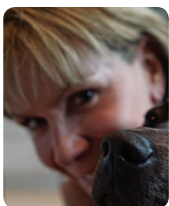
Tiffany Belize

Tiffany Belize will join the HRC running staff when she is not shaping young minds and bodies at Alexander Valley School. Tiffany will be leading HRC's youth running programs. Tiffany has an amazing outdoor background and experience working for Patagonia and REI.



Susie Dalton

Susie Dalton joins HRC with great retail experience having managed one of Healdsburg's most successful apparel stores. She is also committed to promoting the academic, physical and social growth of her students at West Side Elementary School. Susie will help grow our charity and non-running events, and we are excited to put her eye for fashion, design and apparel to work on HRC logo wear.



Lisa Henson

HRC is taking the opportunity to deepen its advisory roles by bringing on a senior buying advisor, events and expo advisor, as well as a medical advisor. We are proud to have the experienced Lisa Henson, Brad Jacobs, and Tonya Olson join the HRC family.

Lisa joins HRC as an outstanding Ultra athlete, correspondent for Ultra Running Magazine, and the co-race director for the Lake Sonoma 50 miler. Lisa will lend her experience and skills as a buying advisor for the retail and online stores.



Brad Jacobs

Brad Jacobs comes to HRC after running the West Coast Sales organization for Newton Running. Brad is currently working at a San Francisco based start-up. Brad will assist HRC with events, expos and the online store.



Tonya Olson

To strengthen HRC ties to the fitness and medical community, Tonya Olson will also join as an advisor. Tonya is an experienced physical therapist with a focus on running and specifically healthy feet. Tonya has been affiliated with multiple top running shops nationally, so we look forward to her input and expertise to help our staff and community learn to run injury free.

HRC is a thrilled to promote our outstanding veteran employees, James McCanne and Ralph Purugganan. These two top sellers and team members exude outstanding customer service, knowledge and leadership. James McCanne will become HRC's General Manager. James has management experience in specialty run and experience launching two new stores in the Bay Area. James recently became a USTF certified coach.

Ralph Purugganan will be HRC's Retail Sales Manager. Ralph will head all of our retail and community activities. Ralph has a retail background managing multiple shoe stores in Southern California for a National chain. Ralph has personally developed HRC family running programs.

HRC is proud and excited that Faisal Javed, HRC's Czar, has an opportunity to lead an international company as their General Manager in San Francisco. Faisal played an amazing and irreplaceable role in launching HRC from the early planning stages through what it now is. He was instrumental in forming partnerships and educating all of us on buying, selling and making specialty running — special! We are most grateful for the time he spent with us and will look forward to seeing him visit and stay in touch with the HRC team and community.

America's Wineiest Running Store is excited to have an open house on January 26th to publicly welcome the new employees and advisors to the community, and thank Faisal for all he has done for us. Our new team members will help make Healdsburg and Sonoma County one of the fittest small towns and counties in America.



healdsburg running company

America's Wineiest Running Store
333 Center Street, Healdsburg, CA 95448
www.healdsburgrunningcompany.com
(707) 395-0372