



FACT SHEET: NYRR RUNCENTER FEATURING THE NEW BALANCE RUN HUB

THE SPACE

New York Road Runners' mission, to help and inspire people through running, has been brought to life in a new community running center, the NYRR RUNCENTER featuring the NB Run Hub. Conveniently located just southwest of Columbus Circle, this location is easily accessed from all of the five boroughs. The NYRR RUNCENTER serves as the location for number pickup for most races, will showcase the latest in running education, training, innovation, and will serve as a meeting place for all members of the running community. In addition, the NYRR RUNCENTER will be home for the 1 for You 1 for Youth program with our partner New Balance.

The NB Run Hub in NYC is the pinnacle expression of New Balance Performance Running, offering the most innovative gear and exclusive programming, like Test Run. Through the Test Run initiative, runners have an opportunity to try out the latest NB running gear and technology, often before it launches anywhere else in the world.

The NB Run Hub will also allow runners to dive deeper into New Balance Running with special events and clinics and the chance to meet and learn from the athletes of Team NB.

ADDRESS

320 West 57th Street
Ground Floor
New York, NY 10019

HOURS

NYRR RUNCENTER

Monday–Friday: 7:00 a.m.–8:00 p.m.
Saturday: 8:00 a.m.–8:00 p.m.
Sunday: 10:00 a.m.–6:00 p.m.

NB Run Hub

Monday–Friday: 10:00 a.m.–8:00 p.m.
Saturday: 10:00 a.m.–8:00 p.m.
Sunday: 10:00 a.m.–6:00 p.m.

SIZE

Approximately 6,980 total square feet

FEATURED AREAS

- Main Entrance – On West 57th Street.
- Welcome Area – Primary use is for number pickup. Secondary use is for events.
- Premium Pickup Station – Distribution of weekly race souvenirs.
- Hydration Station – Two water fountains, one bottle water refill station.

- NYRR Running Lab powered by TCS – Home of course strategy sessions led by NYRR coaches, and touch screens that allow runners to search for TCS New York City Marathon race results and view weekly course display maps.
- Borough Steps – Bleacher-style seating for approximately 100 people that will provide runners a place to sit for events and programs at the Running Lab, as well as a space to gather before runs and charge up their mobile devices with charging stations powered by TCS. The steps feature five-borough plaques that include borough-specific experiences.
- Lockers – 78 lockers available for day use to those looking to store their belongings while out on a run.
- Four changing rooms (three on ground floor, one on the mezzanine).
- ADA Lift – Available for use to bring users to/from the NB Run Hub on the mezzanine level.
- NYRR Workroom – Home of the NYRR Runner Services team.
- NB Run Hub – On the mezzanine level, the NB Run Hub will offer a wide variety of innovative footwear, apparel, and accessories and exclusive programming. As NYRR's footwear and apparel partner, New Balance will provide event participants with associated event premium items (e.g., race shirts, hats, socks) that will be distributed in the Premium Pickup Station at the *RUNCENTER*.
- NB Test Run – Inside the NB Run Hub, participants will have the opportunity to try out the latest NB gear and technology, often before it launches anywhere else in the world.
- Three restrooms (two ADA, one with a changing table).
- Complimentary WiFi will be providing throughout the *RUNCENTER*, courtesy of TCS.

AV/DIGITAL FEATURES

- **Screens**
 - Event Calendar (55" touch screen)
 - Interactive calendar featuring all NYRR and NB events that are open to the public
 - NYRR races
 - NYRR Open Run
 - NYRR Striders
 - NYRR course strategy sessions
 - NB events
 - Animation featuring NYRR programming
 - Run for Life Wall (2x4 display - 48" touch screens)
 - Welcome message
 - Display of NYRR historical photos
 - Interactive programming
 - Featuring Team NB Athlete and Olympic medalist Jenny Simpson performing three of the exercises from the curriculum
 - Allows users to perform exercises along with Jenny in a dynamic way
 - Running Lab (two 55" touch screens)
 - New York City Marathon results search from 1970 to the present
 - NYRR Course Display – Displays of upcoming five NYRR event courses
 - NYRR Running Lab powered by TCS – Course strategy sessions led by NYRR coaches
 - Flex Screen (55" touch screen)
- **Audio System**

- Multi-zoned system throughout the *RUNCENTER* with capability for music, microphone use, and connection to presentation devices
- **Graphics**
 - Photo Column – displaying imagery that represents all aspects of NYRR, including notable quotes from prominent runners and running industry professionals.
 - NYRR History Wall – Images and artifacts from 1958 through the present
 - 1 for You 1 for Youth Column – Displaying the logo and program details of the 1 for You 1 for Youth program
 - Impact Wall – NYC map displaying NYRR’s impact throughout the five boroughs through group training, NYRR Open Run, races, NYRR Team for Kids, and youth running events and programs
 - New York City Marathon Medal Wall – case displaying all 40+ marathon medals dating back to 1976
 - Quote above Running Lab screens
 - NYRR/NB Banners – displaying NYRR/NB composite logo and 1 For You 1 For Youth logo

1 FOR YOU 1 FOR YOUTH PROGRAM

For each pair of shoes purchased at the NYRR *RUNCENTER* featuring the NB Run Hub, New Balance will donate a pair of shoes to NYRR’s youth programs. New York Road Runners will give the shoes to a participant in the programs.*

- **100+** pairs of shoes were donated to youth runners from across New York City’s five boroughs in celebration of the opening of the NYRR *RUNCENTER* featuring the NB Run Hub.
- More than **1,000** youth runners from NYRR youth running programs have been nominated for shoe donations since October.
- NYRR youth running program leads nationwide can nominate up to **20** youth runners per month to receive a pair of running shoes.
- NYRR youth running program leads in the five boroughs can nominate a whole NYRR Mighty Milers program—including every student participating in the program—to receive running shoes.
- **215,000** youth are served nationally through NYRR’s free youth running programs and events, including **115,000** in New York City’s five boroughs.

PROGRAMMING

The NYRR *RUNCENTER* programming will be educational, cultural, and inspirational and will drive the NYRR brand mission to help and inspire all runners and future runners. Amplifying our existing programming with NYRR and charity group training, new programming will be offered such as the New York City Running History Tour, course strategy sessions for all NYRR races, and a monthly 101 Series, an inclusive educational series offering insights and instruction for beginning runners on a wide variety of subjects.

Featured January Programming:

- Coach’s Corner (in-house coach for all visitors to ask free coaching advice)
- The 101 Series: Goal Setting 101
- New York City Running History Tour
- Course strategy sessions with NYRR coaching staff: NYRR Joe Kleinerman 10K and NYRR Fred Lebow Manhattan Half

- *Run for Your Life* screening with director Judd Ehrlich
- RUNTalk: Resolve to Run: Inspiring Stories for 2017
- From Running Back to Road Runner: A Conversation with Tiki Barber

The NYRR *RUNCENTER* will also feature the New Balance Run Club programming which is powered by Strava. The New Balance Run Club will host running events and training runs, keeping runners engaged throughout the city and beyond. The New Balance Run Club is an inclusive group, accepting all runners regardless of club affiliation or ability to use the Strava platform. Members can train and run together, access special running challenges, and enjoy New Balance giveaways and promotions.

MASS TRANSIT

- Subway
 - 59 Street—Columbus Circle: A, B, C, D, 1
 - 57 Street—Seventh Avenue: N, R, Q, W
- Bus
 - M5, M7, M10, M12, M20, M31, M57, M104

TEAM

- **Landlord**
 - Hearst Communications, Inc.
- **Broker**
 - Denham Wolf
- **Architect**
 - Gensler Architecture, Design & Planning, P.C.
 - Architectural and Graphic Design
- **Owner's Rep**
 - Colliers International Project Management, LLC
- **Construction Manager**
 - CJS Builders
- **Primary Consultants**
 - Adrenaline – Audio/Visual Consultant
 - David Apfel – Lighting Consultant
 - Highland Associates – MEP Consultant
 - Longman Lindsay – Acoustical Consultant
 - Steel Core – Structural Engineer Consultant
 - The Winthrop Group, Inc. and The Graphics Office – History and Artifact Wall Consultants

***1 FOR YOU 1 FOR YOUTH DISCLOSURE:** *For every pair of athletic shoes sold to a customer at the NYRR RUNCENTER featuring the NB Run Hub in New York City, New Balance shall donate a pair of new athletic shoes to New York Road Runners, a 501(c)(3) public charity, for the benefit of a New York Road Runners supported youth program, up to a maximum value of \$500,000 based on New Balance's then current wholesale pricing. This Promotion shall run from December 12, 2016 to December 31, 2017. For more information about New York Road Runners visit nyrr.org.*