

Warm Weather Gets Great Britain Running

Submitted by: Fitness Footwear

Friday, 22 May 2009

Warm Weather Gets Great Britain Running

Due to a combination of rising temperatures, clear blue skies and a lingering fear of recession, the biggest growing sport in Great Britain is running says online retailer FitnessFootwear.com.

With a noticeable reduction in public spending since the closure of various high street chains, the bail out of the banks and other signs of the credit crunch amongst public warnings of a looming recession, large numbers of people have been cancelling their gym memberships in favour of regular exercise in a pair of new running shoes.

“A pair of good quality running shoes is a small price to pay to stay in shape”, said Fitness Footwear MD Luke Barlow, “especially when you consider the cost of annual gym fees.”

As a result, the online sports and outdoor shoes specialist has seen record sales of their running shoes this summer, which is predicted to be caused by the favourable weather and the increasing cost of gym memberships.

Because people are being more cautious with their spending, they are turning to cheaper alternatives when it comes to holidays and groceries as well as sports and recreation. So it makes sense that someone should cancel their gym membership and take up running instead. After all, pavements and public footpaths are free to run along.

As part of their dedication to offer the web's widest choice of sports and outdoor shoes, Fitness Footwear stock an enormous range of running shoes (<http://www.fitnessfootwear.com/s-6-running-shoes.aspx>), including many of the best selling styles from some of the most renowned athletic brands in the world.

While Asics and Saucony are recent additions to their online catalogue, now residing alongside New Balance, Hi-Tec and Mizuno, Fitness Footwear has enjoyed an instantaneous success with its new range of running shoes.

Both Asics and Saucony are very well respected brands in the running community with countless years of victories in the Olympics while both being forward thinkers and world leaders in running shoe technologies.

The innovation of Asics Gel Technology in particular has wowed the world of running sports by providing unrivalled cushioning to increase comfort and endurance over long distances. Asics were quick to incorporate this new feature into many of their 2009 running shoes, creating a range of Asics Gel shoes (<http://www.fitnessfootwear.com/c-334-asics-gel.aspx>) for the typical European foot shape which requires stability and cushioning for more efficient running on tarmac and other hard urban surfaces.

While the Asics Gel Nimbus is the flag product of the new Asics Gel collection, the Asics Cumulus is a

popular running shoe from years gone by given new aesthetics and the latest technologies, creating a welcome return for this classic favourite. Now in its 11th incarnation, the Asics Cumulus (<http://www.fitnessfootwear.com/c-337-asics-gel-cumulus.aspx>) boasts more than a dozen technologies to cushion the foot, stabilise pronation and ensure impact dispersal during heel strike before providing a smooth transition on to the forefoot and toe-off for great performance, speed and reduced fatigue.

However, the Saucony brand has also bitten a big chunk out of the new runners market with their best loved Jazz running shoes offering essential cushioning at a very appealing price.

The Saucony Jazz has been a popular Saucony shoe for over a decade, receiving regular updates to its aesthetics and features. This year the Saucony Jazz has become the Saucony ProGrid Jazz and features the latest Saucony Grid technology located in the heel as well as an SRC impact zone for superior cushioning, improved forward roll and forward propulsion. As a result, the Saucony Jazz range (<http://www.fitnessfootwear.com/c-299-saucony-jazz.aspx>) of running shoes continues to be popular with new and experienced runners alike.

It seems that when the economy is down and the sun is out, there has never been a better time to put on a pair of trainers and go running.

This year Great Britain has experienced a renewed interest in health and fitness and many people cancel their gym membership in favour of more traditional outdoor pursuits such as walking, running and many other inexpensive activities.

Encouraged to embrace the outdoors by warm weather and clear blue skies, Great Britain can look forward to a fantastic summer of relatively cheap outdoor pursuits.

So get outside this summer with the web's widest choice of sports and outdoor shoes at www.fitnessfootwear.com .