

GUIDE TO BUYING RUNNING SHOES



Choosing the right pair of running shoes is important for all runners, whether they are beginners or experienced athletes. Here are some tips on selecting the best running shoes for new runners:

1 GET FITTED AT A SPECIALIST RUNNING STORE

A specialist running store can analyse your running gait and foot type to recommend shoes that will provide the best support and fit for your needs. This is critical if you are a new runner as the wrong shoe type can easily lead to injuries. Once you are confident on the type of shoes and have found a make and model you like then it's often easier to purchase online but do ask your local store about any discounts they might provide for club members.

2 CONSIDER THE TYPE OF RUNNING YOU'LL BE DOING

Different types of running (e.g. road, trail, track) require different types of shoes. Make sure to choose shoes that are appropriate for the type of terrain you'll be running on. If you are planning to join a club run, particularly during the warmer months, it's worth asking what terrain you might be running on. Your fellow club members will be happy to advise.

3 LOOK FOR CUSHIONING AND SUPPORT

Running shoes should provide cushioning to absorb the shock of impact and support to prevent injury. Look for shoes with a comfortable, supportive sole and a good amount of cushioning.

4 CONSIDER YOUR FOOT TYPE

Some runners have flat feet, high arches, or other foot issues that require specific types of shoes. Consider your foot type when choosing shoes to ensure that you get the right amount of support.

5 DON'T CHOOSE BASED ON LOOKS OR PRICE ALONE

While it can be tempting to choose shoes based on their appearance or price, it's important to prioritise fit, support, and cushioning over other factors. It's also not important to buy the latest model that often sell at a premium. Many club members purchase a previous season model at a substantial discount as new ones are released.

Once you have established the make and model that suit you, don't forget that you can use the clubs monthly discount code at [SPORTSHOES.COM](https://www.sportshoes.com), more details on the club's Facebook site.

Remember that finding the right pair of running shoes may take some trial and error. Don't be afraid to try on several pairs and test them out before making a final decision. Good luck and happy running!