



## **NIKE+ NYC FAQ**

UPDATED: August 14, 2014

### **Q: What is Nike+ NYC?**

A: To deepen our commitment to the running community and provide runners with a next-level training experience, we are launching Nike+ NYC. Nike+ NYC brings together the best of Nike+ Running and Nike+ Training Club digital services, live experiences and expert coaching into a program serving NYC runners of all ability levels.

### **Q: How do I sign up?**

A: To participate in Nike+ NYC, each runner will need to become a Nike Member. To participate, visit [www.nike.com/nyc](http://www.nike.com/nyc).

### **Q: Who are the Nike+ NYC Experts?**

A: Nike+ NYC is led by a team of Nike+ Expert coaches and trainers and supported by a team of Nike+ Pacers.

#### ***Chris Bennett, NIKE+ NYC RUNNING HEAD COACH***

When Chris Bennett coaches, runners get better. He was a 4-minute miler on the Nike Farm Team. Prior to that he captained the UNC Tarheel XC & Track teams. As Coach of the running club National Powerhouse CBA. Chris has led countless runners to reach their greatest potential.

#### ***Knox Robinson, NIKE+ NYC RUNNING COACH***

Knox Robinson is the co-founder of Black Roses NYC Running Collective. He ran distance at Wake Forest and has placed 100th in the New York City Marathon. His writing and coaching have inspired the global running community and makes him the ideal coach for beginning runners.

#### ***Traci Copeland, NIKE+ NYC MASTER TRAINER***

Traci is a Nike Master Trainer and conducts Nike+ Training Club classes around the world. She was a track star at Georgetown University and her experience bridges the gap between cutting-edge training and running to make runners better athletes.

#### ***NIKE+ NYC PACERS***

Every session is supported by a team of Nike+ NYC Pacers. Pacers help facilitate sessions as well as motivate and encourage runners throughout every workout.

### **Q: How were the Nike+ NYC Experts selected?**

A: Nike selected Chris Bennett as Head Coach based on his experience and credentials. He holds the expertise required to create and deliver training programs to serve runners of all abilities levels.

Coach Bennett will be supported by Coach Robinson and Coach Copeland who were selected based on their unique experiences, community connection and their ability to serve specific types of athletes with targeted types of training.

**Q: Is Nike+ NYC an actual run club?**

A: Nike+ NYC is the evolution of Nike Run Clubs and Nike+ Training Club, offering a variety of running and training workout sessions for every level of runner, every day of the week. The elevated experience integrates Nike+ Training and Nike+ Running services for a comprehensive training program designed to make runners even better.

**Q: How many runners participate?**

A: In an effort to continue to provide premium training and coaching experiences for all runners, Nike+ NYC sessions have a limited capacity and require runners in NYC to RSVP. The capacity will vary week to week based on the programming offered and demand from runners.

Runners may also run and train anytime, anywhere through their smartphone, using the Nike+ Running and N+TC apps.

**Q: Where do I go for information on schedule of events?**

A: To view the Nike+ NYC session schedule visit <http://gonike.me/nikenycreserveaspot>. The weekly schedule will be published and session spots available for reservation every Sunday at 3pm Eastern Standard Time. To learn more about the Nike+ NYC program, runners can visit [www.nike.com/nyc](http://www.nike.com/nyc).

**Q. Is there a fee to participate in Nike+ NYC?**

A: Nike+ NYC is free, just like our Nike+ Running and Nike+ Training Club apps.

**Q: Is my Niketown New York, Nike Running Flatiron, Nike Running Upper East Side Run Club going away?**

A: The Niketown New York, Nike Running Flatiron and Nike Running Upper East Side Run Clubs are now a part of Nike+ NYC. Nike+ NYC is an evolution of Nike Run Clubs and Nike+ Training Club designed to offer a variety of running and training analysis and sessions for every level of runner, every day of the week. It provides an elevated experience and a comprehensive training program to previous run club offerings in NYC.

Most of the Nike+ NYC sessions will begin at NikeTown New York, Nike Running Flatiron and Nike Running Upper East Side. Additional locations may be added based to weekly programming. To view the current Nike+ NYC session schedule visit <http://gonike.me/nikenycreserveaspot>.

**Q: Why is Nike eliminating retail run clubs it was great to be able to go into the store and run with a group?**

A: Runners will still be able to visit Nike Retail locations and run with groups. The Niketown New York, Nike Running Flatiron and Nike Running Upper East Side Run Clubs are now a part of Nike+ NYC. Nike+ NYC is the evolution of Nike Run Clubs and Nike+ Training Club, offering a variety of running and training workout sessions for every level of runner, every day of the week. The elevated experience integrates Nike+ Training and Nike+ Running services for a comprehensive training program designed to make runners even better.

**Q. Can I just show up at a session and participate?**

A: In an effort to create premium training and coaching experiences for all runners, Nike+ NYC sessions have a limited capacity and require runners in NYC to RSVP for weekly Sessions. To guarantee participation, runners may reserve a spot in advance at <http://gonike.me/nikenycreserveaspot>. We will gladly accommodate walk-ins, space permitting.

**Q: How many Nike+ NYC locations are there?**

A: Most of the Nike+ NYC sessions will begin at NikeTown New York, Nike Running Flatiron and Nike Running Upper East Side. Additional locations may be added based to weekly programming. To view the current Nike+ NYC session schedule visit <http://gonike.me/nikenycreserveaspot>.

**Q: When does Nike+ NYC begin?**

A: Nike+ NYC begins July 21<sup>st</sup>, 2014. We will begin the transition the week of July 13<sup>th</sup>, 2014 through targeted training and running sessions in addition to regular run club programming each day.

**Q: What are Nike's plans to expand Nike+ to other cities and locations?**

A: Nike+ NYC is currently a program available in New York City.

**Q: Can I attend with my friends?**

A: Everyone is welcome to attend any session at Nike+ NYC, permitted they reserve a spot <http://gonike.me/nikenycreserveaspot>.

**Q: What happens to the Facebook communities, will they still exist?**

A: All Facebook pages will transition to The Nike+ NYC community forum that can be found by "Join the community tab" on [www.nike.com/nyc](http://www.nike.com/nyc) or accessed directly via: [https://www.nike.com/community/en\\_us/communities/NIKENYC](https://www.nike.com/community/en_us/communities/NIKENYC)

**Q: What is a Rundown and do I have to have it before I participate?**

A: The Rundown is strongly encouraged for all runners, from rookies to seasoned veterans. It's a consultation to make sure you have the right tools to maximize your Nike+ NYC experience, a Nike store associate will give you an overview of the services to help get you moving and also review your individual goals. We'll review the following checklist and help you RSVP for your first run:

- Nike+ NYC Program Overview
- Set a Goal
- Nike+ Running Set-Up
- Nike+ Training Club Set-Up
- Nike+ Run Analysis
  - Recommended Shoes:
- Confirm Sizes and Gear-Up
- Reserve a Spot: [NIKE.COM/NYC](http://NIKE.COM/NYC)
- Follow Us!
  - @NIKENYC
  - @NIKERUNNING
  - @NIKEWOMEN
- Get your personalized shoe/bag check tag!
- Get Moving!

**Q: Will you all offer Marathon training anymore?**

A: Runners will continue to train with us for all race distances (both short and long) through the Nike+ Coach feature on the Nike+ Running app and leverage the Nike Women's Half Marathon Training app for the upcoming race in San Francisco.

Nike+ NYC will feature various sessions that will enable all runners to achieve all their racing goals but it not designed to be a marathon specific training program.

**Q: Do I need to create an account?**

Yes, you will need to log with your Nike+ account email address and password before you can Reserve A Spot in a session. If you do not have Nike+, you can register when you click to Reserve A Spot in your first session.

**Q: Can I sign up for more than one session at a time?**

A: Yes. Weekly sessions will be posted every Sunday at 3pm EST. Make sure to save the link ([nike.com/nyc](http://nike.com/nyc)) to your desktop and mobile browsers.

**Q: Will I receive a confirmation that I got a spot in the session?**

A: You will receive a confirmation email to your Nike+ email address after you RSVP for the session.

**Q: How do I cancel a spot that I reserved for a session?**

A: If the world aligns against you and you need to cancel, just visit the Reserve A Spot page <http://gonike.me/nikenycreserveaspot> log in with your Nike+ user name and password and cancel your spot from this page. And please join us for another session soon!.

**Q: Is there a penalty for canceling a spot to a session?**

A: There is no penalty for canceling a session, other than the bummer of missing a workout. Still, please be sure to cancel your spot so that another runner can take your place.

**Q: Is there a waitlist if the class is full?**

A: We don't have an online waitlist at this time. However, we welcome walk-ins, space permitting. Available spots will be offered to walk-ins 10 minutes prior to each session.

**Q: How do I know what session I should sign up for?**

A: A Nike+ expert can help you identify the best sessions for you. Visit Nike Running Flatiron, Nike Running Upper Eastside or NikeTown New York and ask for The RunDown.. The RunDown includes a Nike+ NYC overview and session breakdown. Locations are listed below:

**Nike Running Flatiron**

156 5th Ave New York, NY 10010

**Nike Running Upper East Side**

1131 3rd Ave, New York, NY 10065

**Niketown New York**

6 E 57th St, New York, NY 10022

**Q: Is there a session for beginners?**

A: Yes. There is a perfect session for new runners called The Rookie Run. A running coach and team of pacers will be there to support you every step of the way. Learn more about the Rookie Run here ([insert link](#)).

**Q: Can I sign up for more than one session at a time?**

A: Yes, you can sign up for as many sessions during the week as you would like. *Weekly sessions will be posted every Sunday at 3pm Eastern Standard Time. Be sure to save the link ([nike.com/nyc](http://nike.com/nyc)) to your desktop and mobile browsers.*

**Q: Do I need the Nike+ App to participate?**

A: You do not need the Nike+ Running and Nike+ Training Club apps to participate, however, it is a great way to track your running progress with miles, pace, and calories as well as connect with the Nike+ community.

**Q: Should I bring my own water?**

A: The Nike+ NYC team will provide plenty of water, however you are welcome to bring your own as well.

**Q: How early should I show up?**

A: Check-in will begin 30-minutes prior to each session. Please arrive at least 10 minutes before the session or your spot may be offered to a walk-in.

**Q: What do I need to wear?**

A: The RunDown session is a great way to talk with a Nike+ Expert to find out the most appropriate gear for your running and training goals. As a part of The RunDown, you will be guided through a Nike+ Run Analysis that provide you a complete breakdown of your running profile, inclusive of video analysis and validation of recommended footwear styles.

**Q: How does it work when I get there?**

A: When you arrive at a session, a Nike+NYC Pacer will check you in and give you a number for bag check if you have belongings that you wish to store. 10 minutes prior to the beginning of the session, the Nike+ NYC Running Coach will address runners and provide session details.

**Q: Do all sessions start at the same location and time?**

A: Sessions begin at different locations and times throughout the city. All of these details will be available on the RSVP link and can also be found within your confirmation and reminder emails.

**Q: Do all sessions end at the same place that they start?**

A: Not all sessions begin and end at the same location. These details will be listed in the RSVP page and can also be found within your confirmation and reminder emails. Bag check will be available at all sessions that begin and end in different locations. You will have access to your personal belongings as soon as the session is complete.

**Q: How will I be notified if a session is postponed or cancelled due to inclement weather?**

A: You can follow @nikenyc on Twitter to get all the updates related to status on our daily sessions. Additionally, we will also email the list of individuals that Reserved A Spot in the specific session to notify them of a change or cancellation.