



FOR IMMEDIATE RELEASE

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RUN-FIT, LLC LAUNCHES REVO₂LUTION RUNNING™ LICENSED TRAINING PROGRAM

SAN DIEGO, CA – As an extension of its rapidly-growing REVO₂LUTION RUNNING™ certification program, Run-Fit, LLC announced today that it has launched a licensing program available to personal trainers and running coaches for its outdoor group training programs for 5Ks, 10Ks, half-marathons, and marathons. Fitness professionals may license the unique, turn-key program as part of their business, as they help people in their communities meet their running goals and change their lives.

REVO₂LUTION RUNNING™ licensees get the opportunity to increase their revenue and grow their business, exclusive use of the license within a 50-mile radius of their location, exclusive REVO₂LUTION RUNNING™ training program written by Dr. Jason Karp, complete marketing portfolio to promote their programs, mentorship from Dr. Jason as they grow their run coaching programs, website support, listing on the Run-Fit.com website as an official REVO₂LUTION RUNNING™ licensee, potential to work with Run-Fit, LLC's strategic partners and sponsors, and special discounts on all Run-Fit, LLC products and services.

All licensees must have a passion to help others run better and a current REVO₂LUTION RUNNING™ certification. For more information and to become a licensee of the REVO₂LUTION RUNNING™ program, contact license@run-fit.com.

ABOUT REVO₂LUTION RUNNING™

REVO₂LUTION RUNNING™ is a professional running education program for fitness professionals. At the heart of REVO₂LUTION RUNNING™ is its name, which includes an acronym of the three physiological factors that determine running fitness: **R**unning **E**conomy, **VO₂**max, and **L**actate **T**hreshold. To achieve results, the biology of running requires that workouts be designed to maximize these physiological factors. That's the secret of REVO₂LUTION RUNNING™.

REVO₂LUTION RUNNING™ was created by Jason Karp, PhD, owner of Run-Fit, LLC. Dr. Karp is the 2011 IDEA Personal Trainer of the Year and 2014 recipient of the President's Council on Fitness, Sports & Nutrition Community Leadership award. He has more than 200 published articles in international running, coaching, and fitness magazines, is the author of eight books, including *The Inner Runner* and *Run Your Fat Off*, and speaks at fitness conferences and coaching clinics around the world.

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