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FOR IMMEDIATE RELEASE

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RUNCOACHJASON.COM BECOMES RUN-FIT IN COMPANY REBRANDING

SAN DIEGO, CA – RunCoachJason.com, a premier run coaching and personal training company, announced that it has rebranded, and will begin operating under the new name Run-Fit effective immediately. The rebrand is the positive outcome of the company's broadening footprint in the USA and overseas, unprecedented growth, and increasing recognition. The rebranding will continue to build and foster Run-Fit's unparalleled dedication to offering innovative running and fitness programs and to showcase running as *the* path to fitness, health, and empowerment.

"The inspiration to rebrand our company to Run-Fit came from a desire to bring running to the general public," said owner Dr. Jason Karp, the 2011 IDEA Personal Trainer of the Year and USA National Team Member at the 2013 World Maccabiah Games. "We want our potential and current customers to know Run-Fit's identity and understand our way of thinking; it is what truly sets us apart from the rest. The new identity will better characterize Run-Fit as a premier provider of innovative running and fitness services and products for our consumers, whether they're elite runners, soccer moms, or somewhere in between."

As part of Run-Fit's rebrand is the launch of a new, upscale website (Run-Fit.com), a new logo, an updated [menu](#) of running and fitness services and products, a new [workout boot camp](#) in San Diego, Coach Jason's tell-all [blog](#), and special, themed monthly deals on training programs, in-person training sessions, and books.

About Dr. Jason Karp

Dr. Jason Karp is a nationally-recognized running and fitness expert and 2011 IDEA Personal Trainer of the Year. He holds a Ph.D. in exercise physiology. He has more than 200 articles published in international running, coaching, and fitness magazines, is the author of five books, including [Running for Women](#), [Running a Marathon For Dummies](#), [101 Winning Racing Strategies for Runners](#), [101 Developmental Concepts & Workouts for Cross Country Runners](#), and [How to Survive Your PhD](#), and is a frequent speaker at international fitness and coaching conferences. For his popular training programs and an autographed copy of his books, go to Run-Fit.com.

Run-Fit

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