

## Salomon Brings XR Crossmax Tour to Minnesota

*A trail running presentation, group run and free BBQ highlight the door-to-trail concept's exposure in the Saint Paul area*

**Ogden, UT – June 23, 2011** -- The Salomon XR Crossmax rig is rolling across the country, and is in the Lauderdale, Saint Paul area of Minnesota August 15 and 16.

As part of Salomon's commitment to the running community, the XR Crossmax mobile showroom is touring the United States, partnering with running specialty stores and race expositions where experts will be on hand offering gear demos and clinics on training and racing strategies. Salomon reps will host and participate in community trail runs, bringing the road trip to the trail and giving runners of all skill levels the opportunity to learn more about the sport. Runners will be able to check out the new XR Crossmax trail running shoe and have their questions about the door-to-trail running concept answered by Salomon Tech Reps, product experts and pro athletes. The XR Crossmax offers the perfect fit, perfect grip and perfect ride and is the winner of [Runner's World Magazine's Best Debut Award for Spring 2011](#).

The Salomon XR Crossmax Tour will stop here:

**[FinnSisu](#): 2436 Larpenteur Ave. Lauderdale, MN 55113**

### **Monday August 15<sup>th</sup>:**

**4:00 p.m. – 7:00 p.m.** In Store Event: See the latest trail running gear from Salomon including a preview of the new stuff for 2012! Buy a pair of Salomon shoes and receive your choice of a free pair of Salomon Exo Calves or Salomon Tech Tee (valued at \$50.) Enter to win a pair of Salomon XR Crossmax shoes and other great prizes from Salomon and FinnSisu.

**6:00 p.m.** *Trail Running Essentials*: a presentation Salomon Trail Running Guru Josh Korn. Learn about the gear needed to enjoy trail running at any level; from getting in shape, to finishing your first trail ultra-marathon! **Free BBQ also starting at 6:00 p.m.**

**Tuesday August 16<sup>th</sup>:** Battle Creek Rec. Center, 75 Winthrop St. S. Saint Paul, MN 55119

**6:30am** Group Trail Run-- easy run of 30-90 minutes, we'll run a few loops to bring people back to the parking lot.

