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Contact: David A. Kahley
President & CEO
The Progress Fund

(724) 216-9160
dkahley@progressfund.org

Dr. Mark Cucuzzella
Co-Founder
Two Rivers Treads:
A Center for Natural Running & Walking
(304) 876-1100
afrundoc@gmail.com

Two Rivers Treads up and Running

Saturday Grand Opening brings Trail Town Program to Eastern Panhandle

Shepherdstown, WV – June 21, 2010 – Mark Cucuzzella, the “running doctor” of West Virginia’s Eastern Panhandle, will host the Grand Opening of Two Rivers Treads: A Center for Natural Running & Walking, on Saturday, June 26. The event marks not only the opening of a dynamic new store in Shepherdstown, but also the establishment of a base for West Virginia’s trail town and fitness movements.

A family physician at Harpers Ferry Family Medicine, associate professor at the West Virginia University School of Medicine, and lieutenant colonel in the Air Force, Mark has run more than 50 marathons, and is the founder of Freedom’s Run, the panhandle’s marathon. Two Rivers Treads sells shoes for all levels of running or walking enthusiast, but also offers free injury prevention classes and discounts on the increasingly popular ChiRunning and ChiWalking courses and materials.

“What we’re building here is a local, active community. But we’re trying to develop a wider regional reach,” said Mark, noting that Freedom’s Run last year attracted local residents and runners from 37 states. Joining Mark at Two Rivers Treads are Freedom’s Run managers Tom Shantz and James Munnis.

“It’s not about running hard. It’s about figuring out how to run better and smarter,” says Mark. “We’re here to teach people that they can keep walking forever, and ideally keep running forever.”

In its 500-square-foot space at 113 West German Street, Two Rivers Treads offers a full line of running and walking shoes, from Newton, Terra Plana, Inov-8, Vibram, Saucony, New Balance, Brooks and other makes. But the real showroom is the emerging Land of the Two Rivers, between the Potomac and the Shenandoah, including the C & O Towpath that flanks Shepherdstown.

“We’re really going to ringlead the trail town concept in our state,” says Mark.

That ambition led Mark to The Progress Fund’s Trail Town Program, which finances and coaches entrepreneurs tapping the growing trail economy. The Progress Fund loaned \$50,000 of the \$65,000 cost of stocking and launching Two Rivers Treads.

“It was a perfect fit,” says Mark.

For Grand Opening details, directions or interviews, call Dr. Mark Cucuzzella, (304) 876-1100, or e-mail to afrundoc@gmail.com.

For further information on The Progress Fund, call (724) 216-9160, or visit www.progressfund.org.

The Progress Fund is a vigorous non-profit loan fund that creates jobs and improves communities by providing entrepreneurial coaching and capital to small businesses in the travel & tourism industry. The Progress Fund serves 39 counties in Pennsylvania and the entire state of West Virginia. The Progress Fund was founded in 1997, and has made 259 loans totaling more than \$23.8 million to 164 enterprises, creating or preserving more than 1,820 jobs. The Progress Fund is an Equal Opportunity Lender. Discrimination is prohibited by Federal Law. Complaints of discrimination may be filed with the Secretary of Agriculture, Washington , DC 20250 .