



**For Immediate Release**

Contact: Universal Sole (773) 868-8093

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**CHICAGO'S UNIVERSAL SOLE OPENS SECOND LOCATION AT THE RUNNING INSTITUTE!**

**CHICAGO** – Universal Sole will open its second location to the public at The Running Institute (111 North Wabash, Suite 1919, Chicago, IL 60602) on Feb 1, 2011! "The Soul of Running in Chicago" opened in Chicago's Lakeview neighborhood in 1999 dedicated to providing quality products and service for Chicago's running/walking community. The store has built a reputation for its knowledgeable staff and for its specialized inventory of footwear, hard-to-find sizes and widths and technical sport apparel. This partnership is natural in supporting folks receiving the best in running injury/injury preventative care from The Running Institute coupled with the best in running shoe service and selection from the experts at Universal Sole. Universal Sole at The Running Institute will be open to the entire Chicago running community!

The Running Institute is a state-of-the art medical facility located just steps from Chicago's Millennium Park. The Institute's sole focus is to help athletes achieve and maintain peak athletic performance. Simply put, The Running Institute strives to bring out the best athlete in each patient through an understanding of injury prevention and acute injury management, as well as by providing a comprehensive return-to running program which involves expert shoe fittings by Universal Sole.

"I am extremely proud to extend Universal Sole beyond our current Lakeview location to downtown Chicago by partnering with the famed Running Institute," said owner Joel Feinberg. "It really is the two best worlds doing the best for the Chicago running community, by combining the expertise from Dr. Michael Chin and his team of doctors with the most knowledgeable running store staff, not only in Chicago, but quite possibly in the industry!"

"We are excited to take The Running Institute to the next level by continuing to provide trusted and reliable resources for athletes," said Medical Director Dr. Michael Chin. "Adding this layer to The Running Institute only strengthens the quality foundation of what we have to offer the community!"

Universal Sole finds its roots supporting running, walking, and racing in Chicago. It is where people come to make informed choices, to understand why one shoe might meet their needs more than another or to hear an honest opinion about the latest gear out there. We invite you to stop on in and find out why we are the "Soul of Running in Chicago!"

-For More Information visit: [www.universalsole.com](http://www.universalsole.com) or [www.therunningsinstitute.com](http://www.therunningsinstitute.com)

Universal Sole – Main Lakeview Location  
3052 North Lincoln  
Chicago, IL 60657  
(773) 868-0893

Universal Sole @ The Running Institute  
111 North Wabash, Suite 1919  
Chicago, IL 60602  
(866) 696-7988

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