



# PRESS RELEASE

## For immediate Release:

Olympia, Washington, March, 2019 – The Outdoor Society is excited to announce the newest release in their every growing library of inspirational books for the Pacific Northwest adventurer and outdoor lover.

**"Adventure Running - Exploring Olympia's Trails"** offers a visually engaging way to discover the outdoors in the backyard of Washington State's Capitol city. From local trails in city parks, training runs in surrounding State Parks to long adventure runs in Olympic and Mount Rainier National Park, Mathias Eichler shares the best trails, highlights the most fun routes and invites you to step off the pavement and embrace the dirt.

Mathias believes Trail Running is the most accessible adventure sport. Without the need for a ton of gear, just a few basic tips and tricks and you're on your way to explore the outdoors on foot. Go fast or slow and you'll see your neighborhood parks in a new light. As seasons change and in any weather, embrace your yearning for adventure.

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- As an avid trail runner Mathias Eichler has run trails all along the West Coast. His biggest accomplishments are running the famous R2R2R route at the Grand Canyon and the popular trail races Squamish 50M and Broken Arrow Skyrace. This winter he ran every single street in his hometown Olympia, covering every block, cul-de-sac and neighborhood in the city limits in just under two month.
  - The Outdoor Society is a indie publishing house in located the Pacific Northwest founded in 2014 by Douglas Scott and Mathias Eichler. We print products, publish a weekly podcast and host a website inviting people to seek adventures and to explore the outdoors. Be an inspiration.

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