

# THE *Underground*



## Hello, Prince George's County!

We are thrilled to introduce our subscriber newsletter! In each newsletter, we'll bring you up to date on Haraka Run and Walk, the first running specialty store in our home, Prince George's County! You'll also get sales and event information for not only for the running, jogging and walking community around our store in Hyattsville, but for the diverse running community in all of Prince George's County and the surrounding areas of the DMV! Thanks for all you do for us and our local running and walking communities!



### Grand Opening coming soon!

When will Haraka Run and Walk officially open its doors? Soon! We're looking at late summer 2025 for our grand opening celebration. We're under construction now but watch this space! We'll see you soon!



### Join Us for our Wednesday Weekly Walks!

We're not waiting on opening day to get started. Join us on Wednesdays for our Haraka Wednesday Weekly Walks for fun and fitness. All paces welcome! RSVP at <http://haraka.run> for special giveaways.



### Join the Haraka Run and Walk Team!

We're looking for like-minded men and women to join Haraka Run and Walk for grand opening and beyond. Our most recent job postings are here: <https://haraka.run/work-with-us>. We'd love to hear from you!

### Jesse and Carol Holland

The vision behind Haraka Run and Walk are longtime Bowie residents Jesse and Carol Holland. Carol is a Prince George's County native who ran cross country and track at Eleanor Roosevelt High School in Greenbelt and the U.S. Naval Academy in Annapolis. A former Seabee, she now works as a civil engineer and executive. Jesse is a Mississippi native, a professor at George Washington University and a best-selling author who has lived in Prince George's County for 15 years. Jesse and Carol, along with their children Rita and Jesse III, can often be found running and/or walking in races around Prince George's County and the DMV. Come join us!



<http://haraka.run>

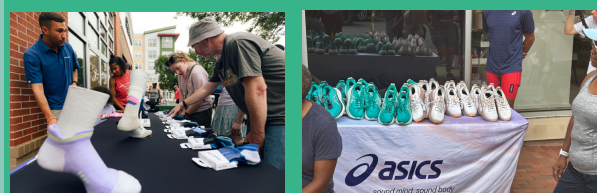


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# Haraka Insights



## First Haraka Wednesday Walk Draws Enthusiastic Crowd of 30+ Community Members

Our inaugural Haraka Wednesday Weekly Walk exceeded all expectations last week, drawing more than 30 enthusiastic walkers to 5501 Baltimore Avenue in Hyattsville for an evening that perfectly captured the community spirit we aim to foster in Prince George's County.

As registration opened at 6:30 p.m. across from the bustling Busboys and Poets, we watched walkers of all ages and fitness levels gather with palpable excitement. The diverse crowd included seasoned athletes, casual fitness enthusiasts and curious neighbors who had heard about our new community initiative through word-of-mouth and social media.

The evening became even more special with the presence of industry representatives who brought exclusive experiences for our attendees. Chris Kash from ASICS created quite a buzz by offering walkers the unique opportunity to test out brand-new ASICS footwear during the walk. Participants were thrilled to experience firsthand the quality and comfort of shoes that will soon be available in our store when we open later this summer. Adding to the excitement, Naseem Haje, representing Features—the number one running sock brand in the United States—generously distributed complimentary pairs of premium socks to lucky walkers. The high-quality Features socks were an immediate hit, with many participants commenting on the superior comfort and performance features that make the brand a favorite among serious runners and casual walkers alike.

We were beaming as we welcomed the enthusiastic crowd. We took time during the evening to offer attendees an exclusive sneak peek at our soon-to-open store space, sharing our vision for creating Prince George's County's premier destination for running and walking enthusiasts. Our passion for building community through movement was evident as we mingled with walkers, sharing stories about our journey to bring Haraka Run and Walk to Hyattsville.

Throughout the evening, we distributed an array of Haraka Run and Walk branded merchandise that had walkers buzzing with excitement. Car magnets, running towels and water bottles were popular takeaways, but the real treasures were the limited-edition Haraka Run and Walk t-shirts that a fortunate few received—likely to become collector's items as our brand grows in the community.

The walking route itself proved perfect for the diverse group, accommodating various fitness levels while providing opportunities for conversation and connection. Many attendees exchanged contact information and expressed enthusiasm about making the Wednesday walks a regular part of their routine.

"This is exactly what our community needed," shared one participant. "It's not just about exercise—it's about bringing neighbors together and supporting local business."

The success of our inaugural walk has energized us to continue building momentum. Our Haraka Wednesday Weekly Walks will continue each Wednesday, with registration opening at 6:30 p.m. and walks beginning promptly at 7 p.m.

Interested walkers can secure their spot by registering at <https://haraka.run/wednesday-weekly-walks>. With the enthusiastic response to our first event, we recommend early registration to ensure participation in this growing community tradition.

At Haraka, we're fast forward—and this Wednesday walk series is just the beginning of bringing Prince George's County together through the joy of movement.

See you next Wednesday!

Photos: Sara Truitt Photography



<http://haraka.run>



[owners@haraka.run](mailto:owners@haraka.run)



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# Prince George's County Running/Walking Group Calendar

You don't have to stop after completing the Haraka Wednesday Weekly Walk! There are free walking and running groups all around Prince George's County and the DMV fit for every stride. Here are a few that we've found in the local area. Contact the group for more information. If you want your free walking/running group listed in the next newsletter, email us at [owners@haraka.run](mailto:owners@haraka.run)!



## July

### Tuesday, July 22

5:30 a.m. – Prince George's Running Club Tuesday Club Run (Summer Hours) 15481 Annapolis Rd, Bowie, Md.

6:30 p.m. – Prince George's Running Club Tuesday Night Track — Herbert Wells Ice Rink, 5211 Campus Dr., College Park, Md.

### Wednesday, July 23

6:30 p.m. – District Running Collective Wed Evening Run, Union Market, 1309 5th Street Northeast Washington, DC.

### Thursday, July 24

5:30 a.m. – Prince George's Running Club Thursday Club Run (Summer Hours) 15481 Annapolis Rd, Bowie, Md.

7:00 p.m. – Fitness in the Parks - Run Club Lake Artemesia Park, 8200 55th Avenue, Berwyn Heights, Md.

7:00 p.m. Prince George's Running Club Buddy Attick Summer Fun Run, 99 Centerway, Greenbelt, Md.

### Saturday, July 26

7:00 a.m. Prince George's Running Club Saturday Club Run (Summer Hours) Greenbelt Park (Sweetgum Picnic Area) 6565 Greenbelt Road, Greenbelt, Md.

7:00 a.m. – District Running Collective Saturday Morning Run Union Market, 1309 5th Street Northeast Washington, DC

7:30 a.m. GirlsTrek Conquerors Crew – Watkins Regional Park, 301 Watkins Park Drive, Upper Marlboro, Md.

8:00 a.m. -- Run Fit Crew Group Run for Beginners Bowie Crossing Park and Ride, 4400 Collington Rd., Bowie Md.

### Saturday, July 26

8:00 a.m. – District Running Collective Saturday Morning Run Union Market 1309 5th Street Northeast Washington, DC

### Sunday, July 27

7:00 a.m. -- Prince George's Running Club

Sunday Club Run (Summer Hours) 5508

Cherrywood Ln · Greenbelt, Md.

9:00 a.m. – RunnersoHY Sunday Morning Run Vigilante Coffee 4327 Gallatin St. Hyattsville, Md.

### Monday, July 28

5:30 a.m. – Prince George's Running Club Monday Club Run (Summer Hours) 15480 Annapolis Rd., Bowie, Md.

8:30 a.m. – Prince George's Parks Walk With Ease Beltsville Community Center, 3900 Sellman Road, Beltsville, Md.

### Tuesday, July 29

5:30 a.m. – Prince George's Running Club Tuesday Club Run (Summer Hours) 15480 Annapolis Rd · Bowie, Md.

6:30 p.m. – Prince George's Running Club Tuesday Night Track — Herbert Wells Ice Rink 5211 Campus Dr., College Park, Md.

### Wednesday, July 30

6:30 p.m. – District Running Collective Wednesday Evening Run, Union Market, 1309 5th Street Northeast Washington, DC.

### Thursday, July 31

5:30 a.m. -- Prince George's Running Club Thursday Club Run (Summer Hours) 15481 Annapolis Rd · Bowie, Md.

### Thursday, July 31

6:00 p.m. Run Fit Crew Group Run for Beginners, Bowie Town Hall, 15901 Fred Robinson Way, Bowie, Md.

6:00 p.m. – Fitness in the Parks - Run Club Lake Artemesia Park, 8200 55th Avenue, Berwyn Heights, Md.

7:00 p.m. Prince George's Running Club Buddy Attick Summer Fun Run, 99 Centerway, Greenbelt, Md.

### For more information:

Prince George's County Running Club:

<https://pgrc.org/calendar/>

Fitness in the Parks:

<https://www.pgpc.org/activities-events/health-wellness-programs>

GirlTrek:

[https://www.facebook.com/groups/GirlTREKSouthernMaryland/?ref=br\\_tf](https://www.facebook.com/groups/GirlTREKSouthernMaryland/?ref=br_tf)

Run Fit Crew: <https://runfitcrew.com/run-fit-bowie>

District Running Collective:

<https://www.districtrunningcollective.com>



<http://haraka.run>



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# Health and Fitness

## 🚶♀️ Start Strong — Build a Walking or Running Habit That Lasts 🥗 Fuel Your Stride — Simple Nutrition Tips

**By the Haraka Run and Walk Team**

New to walking or running? Looking to restart your routine? The key is consistency, not speed. At Haraka Run and Walk, we believe every step counts. Here are 5 quick-start tips:

- Start small: Walk/jog 10–15 mins, 3x a week.
- Schedule it: Make it part of your calendar.
- Get the right gear: We'll help fit your feet right.
- Track your progress: Try a fitness app or notebook.
- Celebrate wins: Finished 3 walks this week? That's success!

💬 “Whether you're walking the Rhode Island Trolley Trail or training for a 5K, building a consistent habit is the first step to lifelong health.”

👉 Join our free weekly community walk:  
<http://haraka.run/wednesday-weekly-walks>

**By the Haraka Run and Walk Team**

Before You Move:

- Eat a banana, toast with peanut butter, or yogurt 30–60 mins before.
- Drink water — don't wait until you're thirsty.

After You Move:

- Refuel with protein + carbs (e.g., eggs and toast, or rice and beans).
- Rehydrate with water or an electrolyte drink.

Everyday Tips:

- Eat whole foods: fruits, veggies, lean proteins, whole grains
- Snack smart: trail mix, fruit, granola bars
- Avoid greasy meals before activity
- 💡 Need hydration gear? Haraka Run and Walk will carry energy chews, bottles, belts and more!

## Avoid Injuries That Can Slow You Down — Run & Walk Without Pain

**By the Haraka Run and Walk Team**

Stay safe with these 5 strategies:

- Get fitted shoes: Visit us for custom gait analysis.
- Warm up + cool down: Try leg swings before, calf stretches after.
- Don't do too much too soon: Increase weekly time/distance by no more than 10%.
- Listen to your body: Mild soreness = okay. Sharp pain = rest.
- Cross-train: Strength training, swimming and cycling reduce joint stress.

🧠 Want more help? Attend one of our in-store clinic this fall! The schedule will be posted soon!



## Let's Move, Prince George's County!

Visit us in-store later this summer to get the perfect fit for your feet and your goals.

📍 Haraka Run and Walk | Opening Summer 2025

🌐 [haraka.run](http://haraka.run)

✉️ Follow us on Instagram & Facebook @RunHaraka



# F.A.Q.

**Q: When will Haraka Run and Walk open?**

A: Haraka Run and Walk will open in late summer 2025! We'll have a more exact opening date soon, but rest assured, we'll be serving Prince George's County and the DMV very soon!

**Q: What does Haraka mean?**

A: In Swahili, haraka means hurry, speed, quickness or haste. It can be used as a noun, adjective, or adverb to describe a sense of urgency or the need to do something quickly. We thought it fitting for the first running specialty store in Prince George's County. However, a famous Swahili phrase is "Haraka haraka haina baraka," which roughly translates to "Hurry, hurry has no blessings." It means that rushing or acting with excessive speed often leads to mistakes, poor results or a lack of success. That's why we're taking our time and making sure everything is correct before we open our doors to our customers!

**Q: Is Haraka Run and Walk owned by some outsiders trying to come in and profit off of Prince George's County?**

A: No! Carol and Jesse Holland are Bowie, Md., homeowners who have put their children through school in public and private schools exclusively in Prince George's County and as a couple have lived in the county for more than 15 years (Carol is a native who attended Eleanor Roosevelt High School in Greenbelt!)

**Q: Can I work or volunteer at Haraka Run and Walk?**

A: The list of available paid positions will always be at <https://haraka.run/work-with-us>. If you would like to volunteer for Haraka Run and Walk, email [owners@haraka.run](mailto:owners@haraka.run) and we'll get back to you.

**Q: Will Haraka Run and Walk partner with me for my running event/charity/organization?**

A: We look forward to working with groups in and around Prince George's County on a variety of charitable events in the future. Right now, we are focusing on our Grand Opening for our first location and providing you with the best in-store customer service. Check back with us in 2026 for our partnership programs.

**Q: Will Haraka carry my favorite brand of running shoes?**

A: We will carry all of the top brands of running and walking shoes! This also includes the top running and walking accessories and apparel, including our exclusive brand of Haraka running t-shirts and shorts. Here's a quick peek at some of the brands you'll find in-store on opening day:



<http://haraka.run>



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