

Trailguides Leads the Field

“Terrain Training for Off-Road Runners” the latest publication in the series of coaching books specifically aimed at the fell and trail runner by the Darlington-based publisher Trailguides, is proving to be a hit with runners across the country. Over the last three years this expanding range of books has been highly acclaimed and received rave reviews from the governing bodies of fell, hill and trail running in England, Scotland, Wales and Ireland with the biggest specialist magazine The Fellrunner even calling these books “unique”.

Spokesperson for Trailguides, Lyn Shevels, said “It’s a little bit ironic really, the North East has never really been a traditional hotbed of fell running such as the Lakes, Lancashire and parts of Yorkshire and yet here we are producing instructional books on the sport that are rapidly gaining an excellent reputation with a firm following. Part of that is due to the knowledge and skill developed over the years by the two writers, Stuart Ferguson and Keven Shevels, who are both highly qualified UK Athletics coaches specialising in fell and hill running and partly due to the relaxed writing style that explains the techniques and skills in an easy to understand manner.”

“These books have a reputation for not only telling you what to do but also how to do it. This is a style that has been called “unique” in some reviews and is obviously one that is not just appreciated in this country but elsewhere as sales have been global including Finland, Norway, Germany, Spain, Canada, the USA, New Zealand and even El Salvador !”

Trailguides have recently re-launched their website at www.trailguides.co.uk and for the first time are offering instant downloads of their publications, a move that will certainly continue the high profile of these books abroad.

It is certainly unusual to think of a North East company “leading the field” in a niche athletics market that is dominated by runners from other parts of the country but long may it continue.

EDITORS NOTES

THE PUBLISHERS: TRAILGUIDES LIMITED

Trailguides is a small company that produces and publishes guide books and route guides for activity sports such as walking, mountain biking and trail running. Our aim is to produce guides that are as user-friendly, easy to use and provide as much information as possible and all in an entertaining manner. The team here are all active participants in one or more of these activities and as such know what they like to see in a guide book or route guide and seek to increase the enjoyment of the reader’s chosen activity and to showcase the very best of the great North Eastern countryside highlighting in particular the special features on any trail that otherwise might so easily be missed.

For further details of the current and projected publications visit www.trailguides.co.uk .

Photographs of the two authors and/or general fell running are available, in digital format, for use with any article. For further information telephone **01325 283170** or email trailguides@uwclub.net or write to **Trailguides Limited at 35 Carmel Road South, Darlington, Co. Durham DL3 8DQ**