
RUN LOCAL ZINE
OCTOBER 2020

RUN LOCAL®

EAST BAY EDITION





START LINES

GREATNESS GROWS IN THE SHADOWS

BY JT SERVICE

The phrase “pandemic response” will litter our news channels, social media feeds and political ping pong matches for the foreseeable future. Who did what, who did nothing, and who can we blame? And while there are certainly answers to those questions I prefer to think in the realm of controllable factors. For me the phrase pandemic response is much more personal, much more local. What is my next move, how do I take care of my family and what does my community need right now? Could this be an opportunity to improve? I don’t use the word opportunity in the way of the grifter or profiteer. Instead I see a time when I’m traveling less and home more. An opportunity to run miles in the woods and cook more meals. The pandemic has largely brought us back to simplicity and back to our roots.

We recently interviewed NFL Pro-Bowl running back and Cal alumnus, Justin Forsett, for our Run Local podcast. The most memorable moment of the exchange was Forsett’s conclusion that “greatness grows in the shadows.” Justin would argue that the way he became an NFL running back and now transitioned to successful businessman is the work he does when no one is watching. Whether he was in the gym, cracking early morning strategy sessions, or squeezing in leadership books; there were no fans cheering him then. I know that Justin has personally inspired me to use the time in these current shadows to become a better human.

Some more recency biased Bay Area historians might say that The East Bay is a shadow of San Francisco - The Town vs The City. But we know that’s not true. The sun shines brighter on the land of the hustler. The land of the grind. My grandfather, amongst thousands of other service men and women, oiled their coveralls working on planes at Naval Air Station at Alameda. Now they make Hangar One Vodka there. At its foundation the East Bay is blue collar, Strength in Numbers, a show at The Fox, and your head on a swivel. There is nothing like the East Bay energy.

In times of stress I find an escape in nature. Fortunately the East Bay has that too. Taking our East Bay event into the hills is another one of our responses to the pandemic. We invite you to seek quiet, to run on soft surfaces, escape the news and escape the pavement.

Beyond running, there is so much more to learn about the sunny side of The Bay. In this issue we highlight our friend and songwriter Ryan Smith and his band Four Year Bender. Twangy guitar and a raspy voice seemingly tempered by the recent forest fires; Smith is a local event producer with serious music chops. Speaking of chops, Chop Bar is one of our favorite Jack London spots. Peep a number of take out, delivery and outdoor dining spots highlighted herein. We also catch up with some of our local partners at Sports Basement and Oaklandish. It has never been more important to support local business. Never.

This is our response to the pandemic. We’re going more local than ever. This East Bay is where greatness grows. Take care of yourselves, snag a run on the trails, and Run Local.

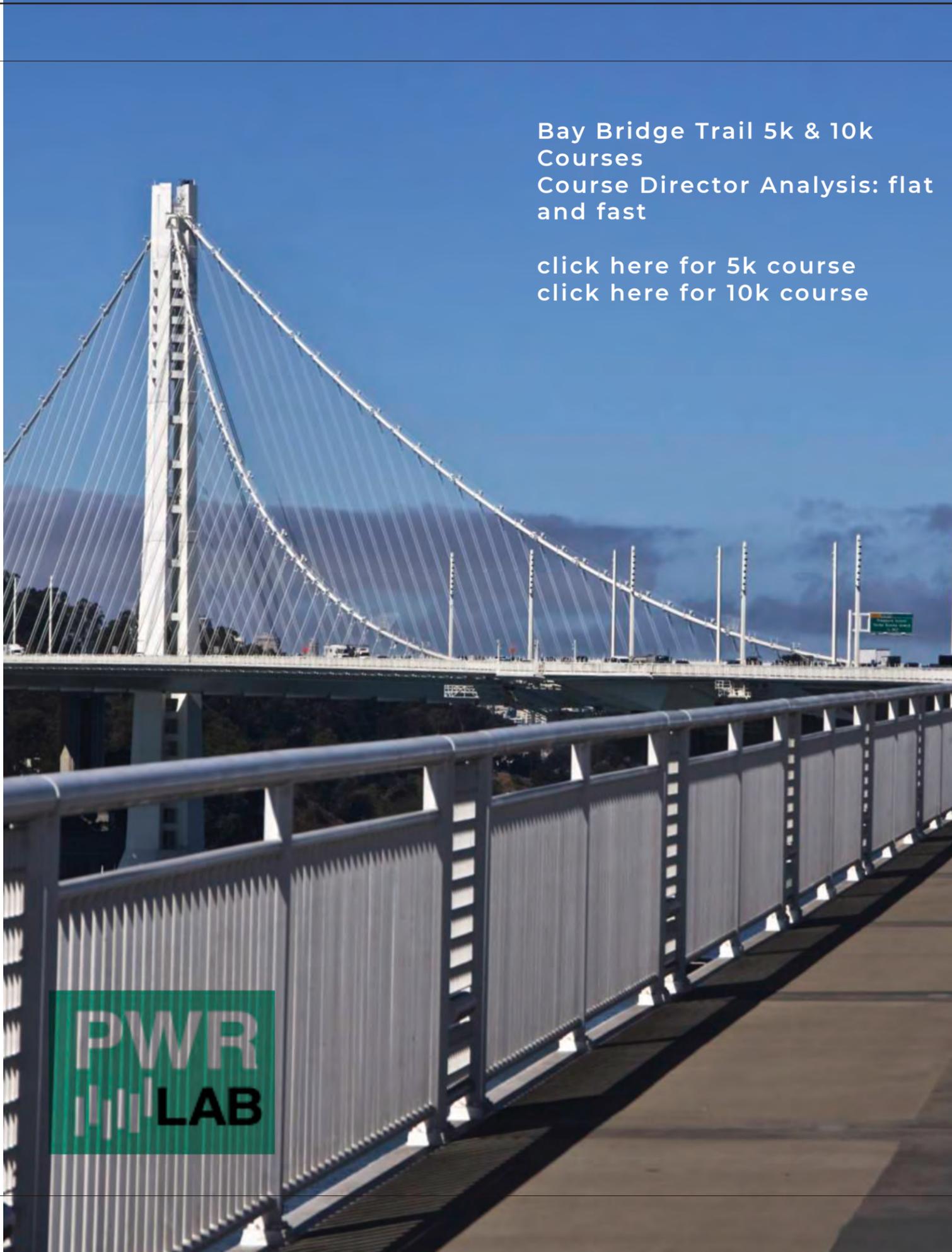
COURSES BY JUSTIN COBURN

TECH BY PWR LAB & RUNGO

PARTNERS: HUSTLE CLEAN,
RBO, OAKLANDISH, & SPORTS
BASEMENT

PHOTOS: GIORGIO TRAVATO,
HOWIE MAPSON, PAUL
HANAOKA, RONAN FURUTA,
MADELINE MAGUIRE, CASEY
HORNER, DAYNE GRADONE

NEW RUNS NEW HORIZONS



Bay Bridge Trail 5k & 10k
Courses
Course Director Analysis: flat
and fast

[click here for 5k course](#)
[click here for 10k course](#)

EAST BAY 5/10K 2020

Why the switch to trails for the East Bay 5k/10k? The first answer I can think of is why not switch? With the creation of Real Virtual Racing and a vast East Bay to explore, we did not want to limit ourselves to just one running option or one type of topography. We love experiencing all things local and to truly get a taste of all the East Bay has to offer, we decided to broaden our run horizons.

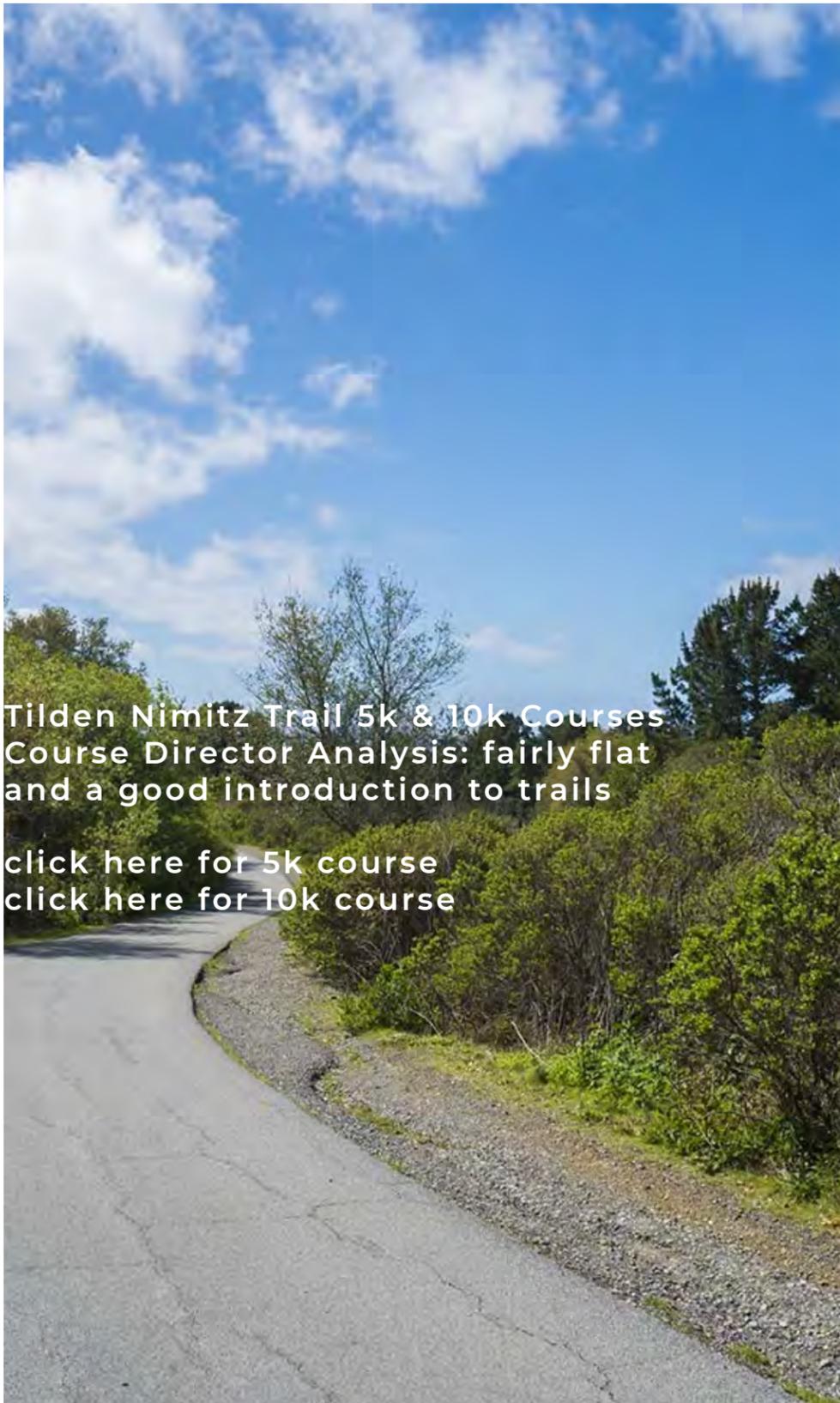
In addition to a traditional flat & fast 5K & 10K road course, we are also going to be providing 5K & 10K trail courses exploring the Tilden Nature Area as well as Reinhardt Redwood Regional Park, so you can explore the East Bay in new ways with us.

With Real Virtual Racing, you'll have the opportunity to run your best, and by syncing your GPS with PWR Lab, you'll be able to compare yourself directly to others on the same course and on your own time from Friday, October 23 – November 1.

If you are not in the area or prefer to run your own course, you'll be able to upload those times and still see how you match up.

BAY BRIDGE TRAIL

The Bay Bridge Trail is part of the San Francisco Bay Trail System. The length of the path on the East Span of the Bay Bridge is 2.2 miles from Oakland to Yerba Buena Island. The 15.5 foot wide path has one lane in each direction for bicyclists and an outside lane designated for pedestrians. To learn more about the Bay Bridge Trail, visit: <https://www.baybridgeinfo.org/path>



Tilden Nimitz Trail 5k & 10k Courses
Course Director Analysis: fairly flat
and a good introduction to trails

click here for 5k course
click here for 10k course

TILDEN NIMITZ TRAIL

Tilden Regional Park is a 2,079-acre regional park on the edge of Berkeley above the UC Berkeley campus. The park is part of the extensive East Bay Regional Park District. Along with swimming at Lake Anza in the summer, strolling through a botanical garden, nature area, farm, and golf course, there are also nearly 40 miles of trails available to explore at Tilden.

From narrow dirt single track that will challenge a runner's technical skills to easy paved trails, there's something here for every kind of running preference. Trailheads and junctions are posted with maps, and printed versions are available to carry with you. Park at any of the parking areas and head out from there. There is a huge amount of ground to cover for runners of all levels to explore at Tilden Regional Park. For more information about the park and trails, visit: <https://www.ebparcs.org/parks/tilden/>

FUN
The Tilden Park **Merry-Go-Round** was built in 1911 and is one of the few remaining antique carousels in the U.S. Before arriving in Tilden in 1948, the carousel had seen service in amusement parks in San Bernardino, Ocean Beach and Los Angeles. The carousel is listed on the National Register of Historic Places.



Redwood Regional Trail 5k & 10k
Courses
Course Director Analysis: true trail
with a fair amount of hills

click here for 5k course
click here for 10k course

REDWOOD REGIONAL TRAIL

Reinhardt Redwood Regional Park, part of the East Bay Regional Park District, is located in the Oakland Hills just a few miles from downtown Oakland. The park is known for the old growth redwood forest that was once an extensive logging operation. This redwood forest is now the largest remaining natural stand of coast redwood in the East Bay. Redwood Regional Park is great for nature watching. The park is home to a variety of species, including some rare species, such as the golden eagle and more. For more information about the park and trails, visit: <https://www.ebparcs.org/parks/redwood/>

TECH TIP
Try **RunGo**, a running app featuring turn-by-turn voice navigation. RunGo also tracks your run stats like time, pace, distance, elevation and estimated finish time. We think it's a helpful tool for tackling unfamiliar trail territory.

Free and paid subscriptions available. Available for both iOS and Android.



SOUNDS

FOUR YEAR BENDER / RYAN SMITH

A Bay Area favorite and regular at Hardly Strictly Bluegrass, Four Year Bender is a well known opener for national acts such as Boz Scaggs, Robert Earl Keen and Guy Clark. Lead singer, long-time Oakland resident, and running enthusiast, Ryan Smith shares some of his favorites spots in the East Bay.

Q. How long have you called the East Bay home?

A. I've lived in the Bay Area for 25 years, Oakland for the last 10 years.

Q. How long have you been running?

A. I'm a bit of a newbie when it comes to running. I've dabbled off and on for years, but actually got a regular practice routine together about a year and a half ago.

Q. Are you a road runner, a trail runner or both?

A. Mostly road running, but I do enjoy the trails on occasion. My only issue with the trails is that they usually come with hills. (That was a joke by the way).

Q. Could you share one or two of your favorite spots to run in the East Bay?

A. Well, the obvious answer is Lake Merritt. I run there 2 or 3 times a week with a good friend who keeps me honest. It's pretty much flat and you don't have to deal with cars so it's a great place for measuring your progress. Two times around is pretty close to a 10k. Also Bay Farm Island in Alameda has a great running trail along the water. It's hard to beat the trails up in Redwood Regional Park if you are looking for some hill workouts.

Q. How about some of your favorite spots to refuel?

A. I'm a big fan of Oori Rice Triangles on College Avenue as well as the Japanese Fried Chicken joint, Aburaya. When I'm really going for it, the burgers and onion rings at Sparky's on Redwood Road are hard to beat.

Q. Do you have any places that you want to give some special attention to during these difficult times?

A Well, my heart belongs to the Ivy Room in Albany. With the pandemic taking a sledge hammer to music everywhere, it's heart-breaking to watch the little places struggle to stay alive. They are not allowed to do live music yet, but I do believe they have a GoFundMe page going, so help 'em out if you can.

Q. Lastly, could you share a place that you think is just really cool to check out?

A The Oakland Hills are a treasure. I've spent the last decade hiking around in there and I still find incredible places I didn't know were there. Of course, I can't tell you the cool spots, you gotta find 'em for yourself.

To check out Ryan's band, **Four Year Bender** on Spotify, [click here](#). To support the **Ivy Room**, [click here](#).

FUEL



CHOP BAR

Chop Bar, located in Oakland's Jack London Square neighborhood serves breakfast, lunch and dinner. If you're looking for a great cup of coffee, a sandwich on the go, or to savor a more robust meal, Chop Bar has the all of the above. Outdoor seating, delivery and take-out available.
Address: 247 4th Street, Oakland CA 94607



DOMENICO'S ITALIAN DELI

Take a step back in time through the doors of Domenico's, a fifty year old institution passed down to generations after two Italian immigrants founded the deli back in 1966 on Park Street. The current location of the deli has been open since 1982, but the sandwiches are still made just like they were on Park Street. Build your own sandwich or choose from the extensive menu, either way, you'll enjoy your selection. This is our top pick for your picnic in Tilden Park menu.
Take-out only available.
Address: 1407 Webster Street, Alameda CA 94501

LA NOTE



La Note is an authentic Provençal restaurant located in the vibrant heart of downtown Berkeley. This is where you will find traditional breakfast and bistro fare set in a rustic and warm atmosphere. This is a great choice for your post run brunch.

The restaurant's owner, Dorothee Mitrani, a graduate from UC Berkeley's Environment Design Program, won an award in excellence in 1998 for her rehabilitation of the 1875 building the restaurant is housed in. La Note has been a Berkeley favorite since 1997.
Outdoor seating, delivery and take-out available.

Address: 2377 Shattuck Avenue, Berkeley CA 94704

LA COSECHA

Those who find their way to this part of old Oakland at the 100 year old Swan's Market building will find the communion of California and Mexico. Cosecha means harvest, and this restaurant delivers a bountiful menu based on which ingredients are in season. Everything on the menu is prepared from scratch daily, including the tortillas, pastries and traditional Mexican entrees. Our favorite is the pork belly tacos. After all, Run Local is all about running for tacos; lots of tacos. Here's a secret menu option: substitute the regular grilled chicken for the grilled achiote chicken on either the seasonal salads or quesadillas.

Outdoor seating, delivery and take-out available.

Address: 907 Washington Street, Oakland CA 94607



CHEESEBOARD PIZZA

The Cheese Board Collective in Berkeley is comprised of two worker-owned and operated businesses: a cheese shop/bakery commonly referred to as "The Cheese Board", and a pizzeria known as "Cheese Board Pizza". Along with Peet's Coffee, the Cheese Board is known for its role in starting the North Shattuck neighborhood of Berkeley on its way to becoming famous as a culinary destination: the "Gourmet Ghetto". This is a perfect grab and go option for a cool down stroll in Berkeley.

Outdoor seating, delivery and take-out available.
Address: 1512 Shattuck Avenue, Berkeley CA 94709



PUBLIC MARKET

Public Market in Emeryville has been a popular food hall since 1982. You'll find a large variety of cuisines from small, local, independent food purveyors. Great spot if everyone in your party is craving something different to eat.
Outdoor dining and takeout available.
Address: 5959 Shellmound Street, Emeryville CA 94608

HUSTLE CLEAN

BEHIND THE BRAND

Justin Forsett, former NFL Pro-Bowler and Cal Bear turned CEO & Co-Founder of Hustle Clean, understands the desire to do more and be more. He's a pro at hard-hitting training, endurance, and love of the game but he wants to encourage people to push and hustle in all areas of their life.

Today, Forsett heads up Hustle Clean with Oakland Fire Fighter, Wale Forrester. Their active care brand produces antibacterial and antimicrobial body wipes that clean, sanitize, deodorize and disinfect bodies and surfaces, for use in the sports community and beyond.

Their product is a hit in the running community, but it's their strong commitment to the community that underlines Hustle Clean's mission: to inspire and empower people to live their best lives. As Forsett and Forrester explain, the wipes allow for a ripple effect into the local community through their philanthropic efforts.

"When things affect our fellow Americans or our city or children, it's up to us to step up to the call. We need to be socially conscious and engaged." – Wale Forrester

By giving back through their charitable endeavors, Hustle Clean supports everyone's pursuit of greatness.



Their Free Play sports scholarship program provides opportunities for underserved youth to play sports, by providing funds, sports equipment, uniforms and in-person training sessions.

Hustle Clean products and other necessary supplies are also donated directly to communities lacking access to clean water, such as areas of Texas following Hurricane Harvey, bringing support and awareness to areas in need.

Justin recently recorded a Run Local podcast episode with JT. Here are some of the highlights:

"I was fired six times. It really covered me, it made me more persistent, more durable. My endurance now is at a level where I'm not easily broken. I'm able to face adversity head on and take it and fight it and use it to put me forward."

"I try to make my past a school, not a prison. So making sure that I'm learning and growing from those things, that when I face rejection, how can I get better, how do I make sure that those moments aren't defining me, are refining me?"



"Greatness grows best in the shadows. And what I mean by that is that we don't get our greatest game at the top of the mountain, we are in our greatest game in the climb or pursuit to the top, when we are constantly being pulled and stretched and we have to dig deep within ourselves and pull out things that we didn't even know existed inside of us, to take us to the next phase or next chapter in life."

"It's important for us to embrace those moments of adversity, embrace those moments of uncomfotability, embrace those moments of tension, because those things really, if we have the right perspective, will take us to the next level in life."

Check out more episodes of the Run Local Podcast here.

OAKLANDISH

For all things Oakland, Bay Area or California, but mostly Oakland, Oaklandish is the store for you. Forever immortalized on t-shirts, hoodies, hats, pins, socks, bandanas and of course skateboards, it's your choice what neighborhood of Oakland you want to represent. You'll find a healthy dose of local icons such as the Port of Oakland cranes, the city's official oak tree, Lake Merritt, and of course BART trains. Here's Run Local's favorite selections to compliment our Oaklandish designed Trail Edition East Bay 5k/10k Race Medal.



East Bay Socks



Rustic Ceramic Mug



Oakland 1852 Dad Hat

Oaklandish Mission: to spread local love by way of their civic pride-evoking tees and accessories, while creating quality inner city jobs for locals, and giving back to the people and places that maintain Oakland's trailblazer spirit. What started as a grassroots art project, now supports roughly 200 non-profits a year while celebrating Oakland's local culture and vibrancy.



RUNNING FOR A BETTER OAKLAND

Running for a better Oakland is a not-for-profit organization that encourages K-12th grade students in Oakland and the surrounding cities to develop healthy lifestyles through running. RBO strives to give students the values for achievement and hard work that they can draw on for all areas of their lives.

RBO strives to build a tolerant, healthy and prosperous community. Through the discipline and rigor of a structured running program, RBO's goal is to create new relationships, establish trust, build self-esteem, and empower students, parents and volunteers.

Visit: <https://www.rboakland.org> for more information on how to support this organization.



SPORTS BASEMENT

A LOCAL BAY AREA FAVORITE AND OUR
PREFERRED SPORTING GOODS RETAILER

From Couch to 13.1 / How I Became A Runner By Austen Auger

I always hated running. Detested it. Couldn't stand even the thought of huffing and puffing my way step after step, mile after mile. Up until around February of 2019, I hadn't run as much as a 5k, and had barely run a mile since high school. Cut to April 2020 and I've got a finisher medal from the North Face Endurance Challenge Half Marathon and a hunger to run more races.

How did I get here you ask? Well, thanks to my job at Sports Basement, I am surrounded by triathletes, endurance runners, cyclists, mountain bikers, rock climbers and everything in between on a regular basis. I work side-by-side with someone on the USA Tri Team (shoutout to Yuta Sano). Working beside them left me incredibly inspired. Having very active coworkers every single day on the job has a way of amping you up to try something again, and now I was armed with expertise on terrain, shoes, proper gait and all that knowledge I had previously lacked.

I've always loved backpacking and hiking. Something about conquering a mountain is so rewarding. So, after a number of conversations with my incredibly knowledgeable peers, it sounded like trail running might be a good fit for me.

Trail running requires constant surveying and locating where your feet are going to go, which isn't as necessary in road running. The constant terrain change and natural obstacles forces you to keep a steady pace and stay light on your feet - which would substantially save my knees. I even went so far as to buy some trail running shoes, step one complete!



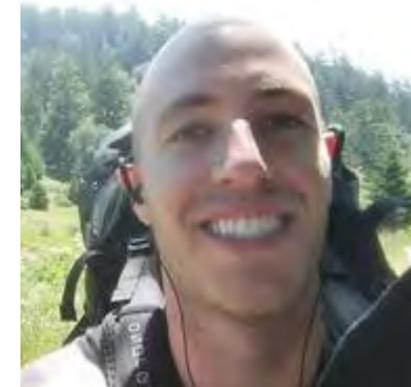
And step one is where I remained for a few months - those sparkling clean trail runners sat there in my closet just begging to be taken out to stomp around in the dirt and grit. All that changed when I had the "great idea" to tell my boss, our marketing director, about my super secret desire to start trail running but that I was having trouble finding motivation.

Next thing I know he had informed me I will be running the North Face Endurance Challenge Half Marathon in about nine months. "There's your motivation" he said, and went so far as to tell me it was now part of my job description.

So I had nine months to prepare for 13.1 miles of mostly trails with around 2,400 feet of total elevation gain. I had better get started training. But where to begin? That first hurdle, and possibly the largest, is just starting - getting off the couch and going. I had apprehension and considerable anxiety leading into that first run. Luckily, I had the most important tool to take that first step - an enthusiastic roommate that was happy to train with me. I still remember the first trail run: a completely flat 2 mile out and 2 mile back run in Fairfax in mid-February in the rain. The only proper running gear I had on were my shoes, everything else was cumbersome, but we finished nonetheless, 4 miles done. I got just what I needed, a starting point to build on. I was 4 miles into becoming a runner.

I developed a training plan to get my physical and mental states strong enough to persevere for such a distance. I think it's important to remember that everyone progresses differently. Our body types are different, our levels of fitness are different and our goals are different. Many of these programs designed by experts should absolutely be taken into consideration but when all is said and done, create a program that works for you and that you can follow.

Fast forward to November 2019. I cannot explain how it feels to achieve something I never in a million years would have expected to do. I had overcome my own perceived limitations both physically and mentally and had actually enjoyed it. I went to the results tent just to check it out - even a slow pace wasn't going to detract from the feat I had just accomplished.



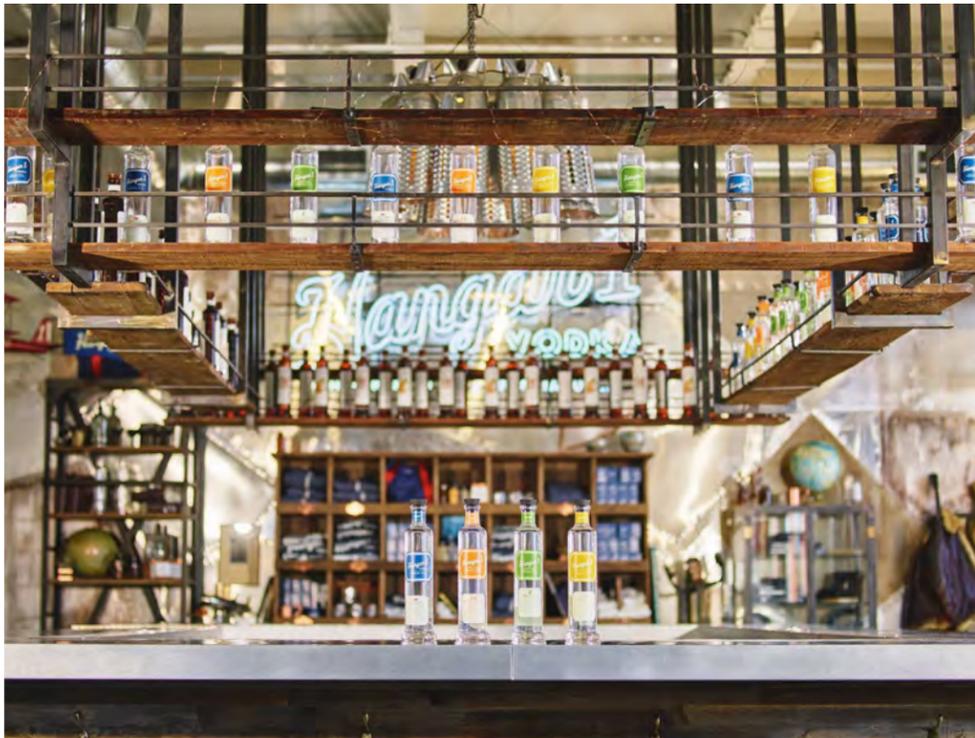
To learn how Austen finished overall in the race and to continue on his run journey, click here.

Sports
Basement

Sports Basement is working to bring the outdoors to you, with their weekly virtual series: **Outside In**. The program runs throughout the rest of October, and will feature sessions from Patagonia Provisions, and gravel athletes Allison Tetrick and Payson McElveen presented by Nuun & Gu.

For more information on all of Sports Basement's upcoming events or to register for the Outside In series, visit: <https://shop.sportsbasement.com/pages/calendar>

MADE



HANGAR ONE VODKA

Vodka made from Karl the Fog? Yes, it's a real thing at Hangar One. This distillery, located on Spirits Alley in Alameda, has received a lot of attention for Fog Point vodka, which is infused with water from real California fog. Tours of the facility are popular, as are tastings featuring samples of six vodkas like rose, buddha's hand citron, and pink peppercorn. Address: 2505 Monarch Street, Alameda CA 94501



ACME BREAD

The Acme Bread Company is a Berkeley-based bakery that is one of the pioneers of the San Francisco Bay Area's "Bread Revolution", which in turn created the modern "artisan bread" movement in America. Steve Sullivan, founder and owner, says that after all these years, Acme's foremost goal remains the same – to bake outstanding bread. Acme uses only organic flour and works closely with farmers in evaluating and selecting the grain varieties for its flour each year. Three shifts of bakers work around the clock, seven days a week, at the Berkeley bakery in order to meet customer demand.

WOVEN GREY



Sparked by an early fascination with sewing, a degree from the California College of the Arts, and twenty plus years in the San Francisco design industry, Kathleen Heafey created her company Woven Grey in 2016. Kathleen uses her talents in knitting, crocheting, embroidery and sewing to create a variety of textiles. Woven Grey is a small textile studio in Oakland making 100% cotton baskets, bags and more to store anything from fresh garlic bulbs to yoga mats. Everything made and sold at Woven Grey embodies the coastal living style with high detailed craftsmanship, rustic simplicity and natural textures.

Interested in discovering more made in the Bay Area goods, as well as learning about the inspiring people and processes behind those goods, visit: www.bayareamade.us



METRO LIGHTING

Metro Lighting makes hand-crafted light sconces and fixtures, manufactured in Berkeley in their spacious 8,000 square foot workshop and retail store. The friendly sales team will help you design anything you've been dreaming of from scratch or help you navigate the over 4000 different types of lighting available in their inventory. Not only does Metro Lighting make timeless high-end pieces of light art, they are also extremely dedicated to sustainability. The building they operate out of is solar powered, and Metro Lighting has won numerous awards which further sustainability causes in lighting and energy.



JUNIPER RIDGE

Juniper Ridge uses sustainably harvested plants from the American West along with steam distillation techniques to handcraft a variety of home and body products in Oakland. They make all of their products in small batches and all batches vary due to rainfall, temperature, harvesting location and season.



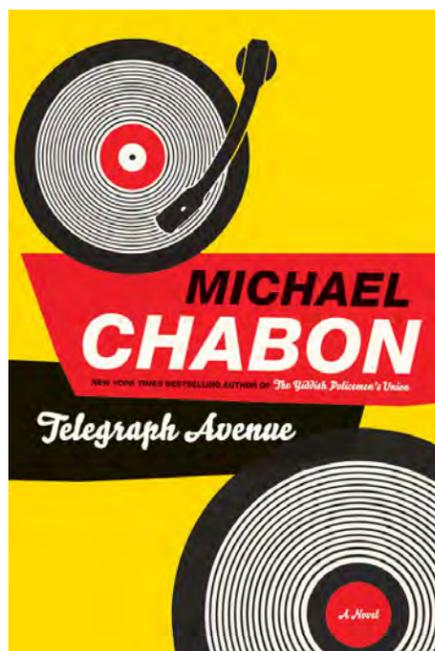
BERKELEY MILLS

Berkeley Mills, local, artisanal and craftsmanship have been how they've been doing things since the very beginning, well before these descriptors held less meaning. Berkeley Mills has been producing custom as well as legacy furniture, crafted using bygone methods in their 31,000 square foot warehouse.

The key to producing beautiful heirloom furniture is simple: always start with a quality piece of wood. Berkeley Mills has forged relationships with many lumber manufacturers to ensure that they get first dibs at the most desirable wood available. From there, they stick to an aesthetic rooted in Arts & Crafts, with Danish lines and Eastern touches. The result is simplicity, functionality with clear integrity.

READS

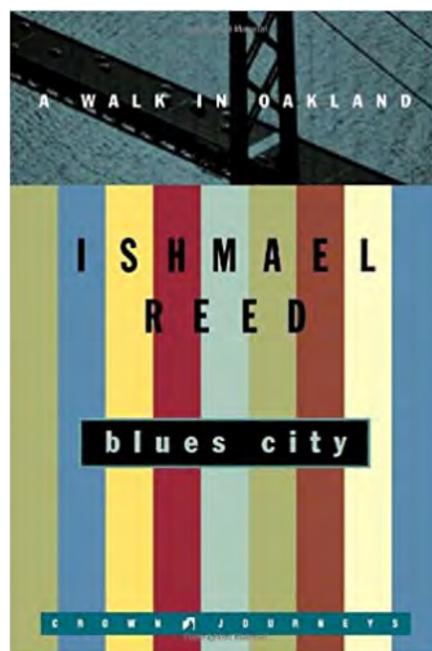
Oakland and Berkeley make frequent appearances in a multitude of poems, essays, and novels. Whether these cities serve as setting or subject, they always make for an engaging read. Here's a couple of recommendations of our favorite East Bay-centric reads.



Telegraph Avenue
by Michael Chabon

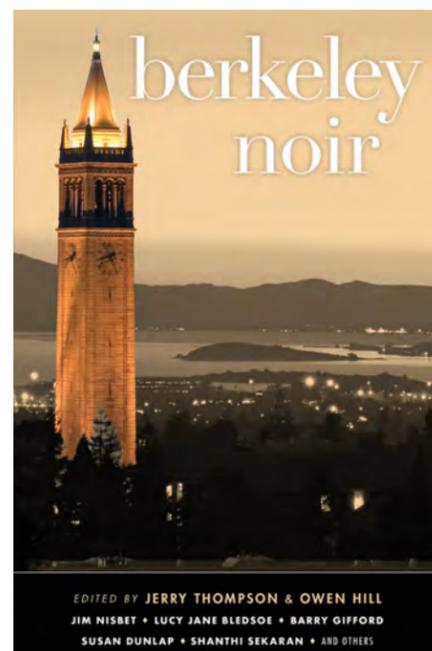
The story centers on two business partners struggling to keep their vintage record business afloat in the face of a planned construction of a megastore just a few blocks away. Beyond the title, the novel provides many references to East Bay landmarks and glimpses of its rich history from the Miwok Indians to the Black Panthers. Keep note of the songs referenced in the novel, makes for a perfect East Bay playlist.

“Books are the plane, and the train, and the road. They are the destination and the journey. They are home”.
- Anna Quindlen



Blues City: A Walk in Oakland
by Ishmael Reed

Take a tour of Oakland exploring its fascinating history, its beautiful hills, its waterfronts, and its odd culture. Reed takes you to locations such as Black Panther reunions, Gay Pride celebrations and a Japanese jazz club. Through these excursions, you'll learn about several of the different communities that make up the vibrancy of Oakland.



Berkeley Noir
Edited by Jerry Thompson and Owen Hill

Visit the dark side of the city with these sixteen crime stories illuminating fraud, murder and revenge. Stories settings include the Gourmet Ghetto, Indian Rock, and North Berkeley by the BART station. If you enjoy seeing familiar settings from a new perspective, you'll appreciate the gems in this edition.

FUN



This year's surreal Halloween will feature a full moon. It will be the second full moon in the same month, which is referred to as a "blue moon." As in "once in a blue moon," Halloween falls on a Saturday.

Here's a few Bay Area Halloween frights that bring us much delight.



Speer Family Farms in Oakland is family owned and operated by third and fourth generation Oakland natives. All of their pumpkins are sourced locally from small to medium size farms. Beyond the variety of pumpkins, squashes and gourds, there's plenty of kiddo friendly attractions such as a four story ship slide, a petting zoo and multiple mazes. No charge for admission, just pay for pumpkins and attractions. Advanced tickets are required for weekends. Visit their website for visiting times and information regarding their Covid-19 policies and guidelines. *Creep Factor:* Δ

Black Diamond Mines Regional Park in Antioch features 65 miles of trails through grassland, chaparral, oak savannah and abandoned coal mines. This hiking paradise also boasts the spirits of Sarah Norton and another woman named Mary, who lurk throughout the remains of the mining community. Sarah suffered a tragic death while visiting a neighboring town, she was thrown from a buggy and was killed instantly. Mary was a nanny in the 1870s. All of the children under her care died of illnesses and she was accused of witchcraft after the townspeople found evidence of her sorcery rituals. Mary was hung for her crimes. *Creep Factor:* ΔΔ



Mountain View Cemetery in Oakland: The cemetery's most famous resident happens to be the victim of one of the grisliest unsolved murders in California history, actress Elizabeth Short, more commonly referred to as "The Black Dahlia." Despite being laid to rest in Oakland, Short's body was found in Los Angeles - posed, severed in half, scrubbed clean and meticulously drained of blood. For the really creepy, visit Stranger's Hill, where over 500 people are buried in a mass unmarked grave near the cemetery entrance. For over fifty years, Alameda County officials buried criminals, suicide victims and poor people from the surrounding area. The few known stories about those buried in the mass grave range from death by dynamite blasts, drowning and hanging. *Creep Factor:* ΔΔΔ

ART

The streets of Oakland are filled with more than 1000 murals, making the city itself a museum. Want more murals, visit: [Oakland Mural Map](#)



Where:
1501 Martin Luther King Jr. Way in Oakland

Artist:
@Nychos



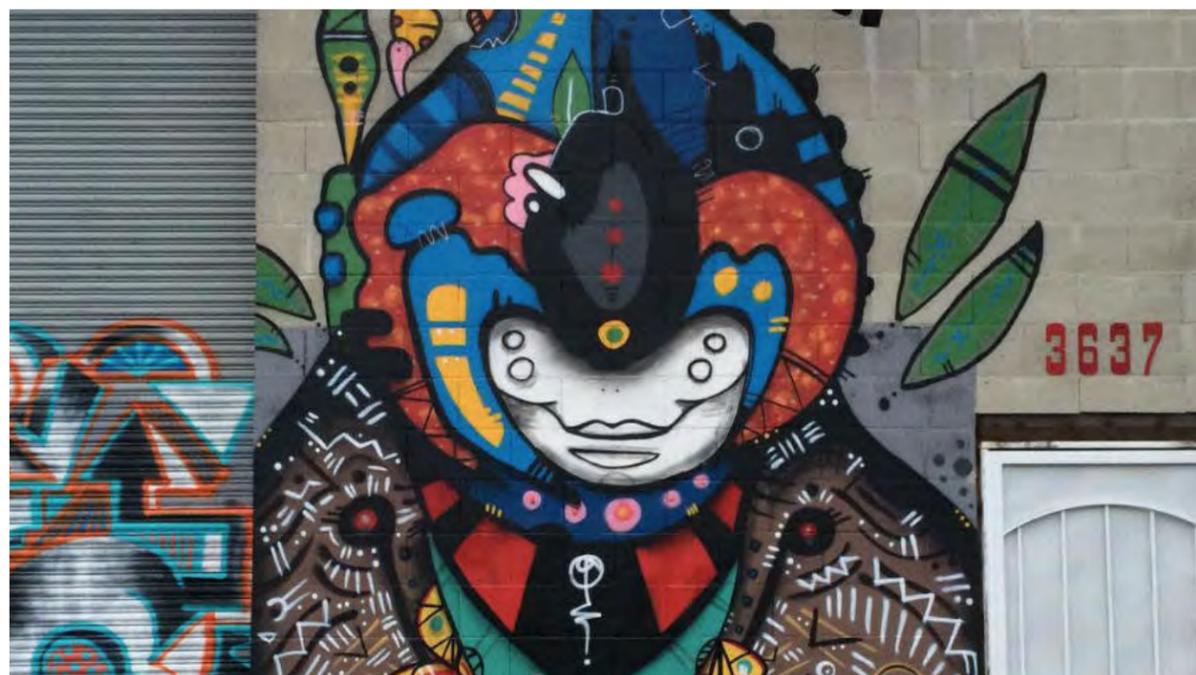
Where:
1700 Broadway Street Downtown Oakland

Artist:
@joshuamaysart



Where:
2nd and Martin Luther King Jr. Way in Oakland

Artist:
@eastrandstudios



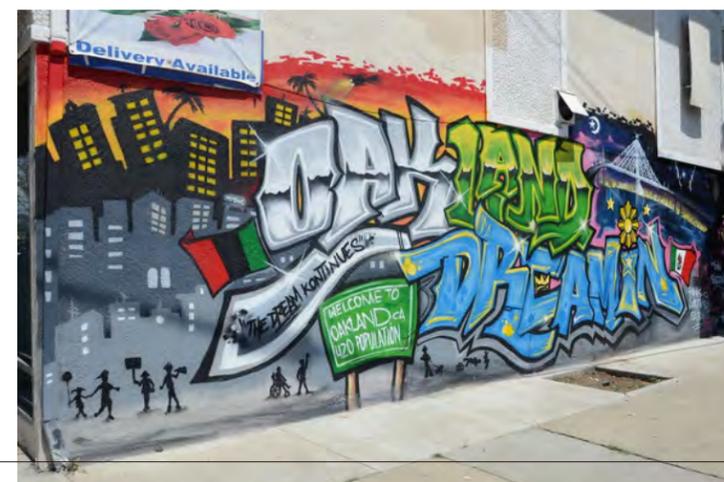
Where:
3637 Adeline Street in Emeryville

Artist:
@jdotcolombo



(Above)
Where: 425 15th Street in Oakland

Artist: @Irot



(Left)
Where: 2862 Fruitvale Avenue in Oakland

Artist:
@Krash

SHOP



IN THE HEART OF JACK LONDON SQUARE AT 427 WATER STREET



DANDELION POST

Dandelion Post was founded in 2015 in Oakland. After five years in the Temescal district, they closed their brick and mortar under the constraints of the Covid-19 outbreak. Visit their online store for a curation of sustainable and independent brands. The shop sources clothing, accessories, body products and home goods that showcase artistry, creativity and craft. <https://dandelionpost.com>

OAKLAND SUPPLY COMPANY

From the creators of Oaklandish, Oakland Supply Company is a concept store stocking an eclectic array of goods in an industrial warehouse. The store showcases American made goods, local wares from Oakland and other goods they love to showcase. Visit the shop to find some of the best and most unique A's, Raiders and Warriors gear.

427 Water Street, Oakland
<https://www.oaklandish.com/pages/oakland-supply-co>

OAK COMMON

Oak Common in Grand Lake is stocked full of hipster-approved attire for both men and women. You'll find options from local, independent and well-known designers. Oak Common is one of our favorite lifestyle shops. The cool, rustic space is always stocked with various artisan and well-crafted pieces.

3231 Grand Avenue, Oakland
<https://www.oakcommon.com>



ATOMIC GARDEN

Atomic Garden in Rockridge is one of those stores where you walk in just to browse but walk out with wooden kitchen utensils, throw pillows and candles for every room of your pad. The owners have dedicated their shop to selling wares of artisans who share their philosophy of well-designed, well-made products that have either a positive effect on the community or the planet.

5453 College Avenue, Oakland
<https://atomicgardenoakland.com>



TECH

Before you set out on your next trail run, nature walk, hike or picnic, try out some of these nature focused apps.



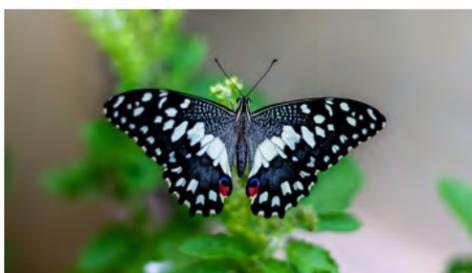
Audubon Bird Guide

A field guide for more than 800 species of North American birds. This app uses the month, location and details you provide - such as tail shape, sounds and size - to help you identify the birds that catch your eye.
Available for iOS and Android
Cost: Free



National Wildlife Federation Nature Guides

The Federation has a variety of field guide apps to teach you more about the living things you may encounter on your outdoor adventures: birds, mammals, butterflies, amphibians, reptiles, insects and more.
Available on iOS only
Cost: From \$9.99 to \$49.99



Seek

This app from iNaturalist, the California Academy of Sciences and the National Geographic Society encourages users to go outside and seek. Snap a photo with your phone, and Seek will use it to instantly identify animals, plants and fungi.
Available on iOS and Android
Cost: Free



Picture This

This is an app for identifying in real time plants, flowers and trees you photograph. The app provides additional photos, descriptions, facts and the story behind the name of the things you photograph.
Available on iOS and Android
Cost: Free and paid premium subscription available

RUN LOCAL SHOP

Hometown Apparel

Fully customizable products to show off where you Run Local®



Choose your apparel item



Customize to your hometown



Represent where you Run Local®



FINISH LINES

BY AARON JACOBSEN

Run Local held a race in 2020. It's something I actually forget. I also turned 40 this year which might have something to do with it. Super Bowl Sunday, the San Jose 408K happened. In-person. With thousands of people gathering for all the start-line festivities in front of the SAP Center. Our first event of the year. And as it turns out our last in-person one.

For months, it felt like my main job was to plan how to and then carry out transitioning our remaining in-person events (San Jose Shamrock Run, SV Half, Across the Bay 12K and now the East Bay 5K & 10K) to virtual ones. And thanks to the Run Local team I think we did that pretty damn well. Who would've thought we'd be writing a zine? And that it's good? But we don't want to bounce around from unlikely live events to virtual again. I want you to know what you're signing up for in 2021 and then create something even better than expected.

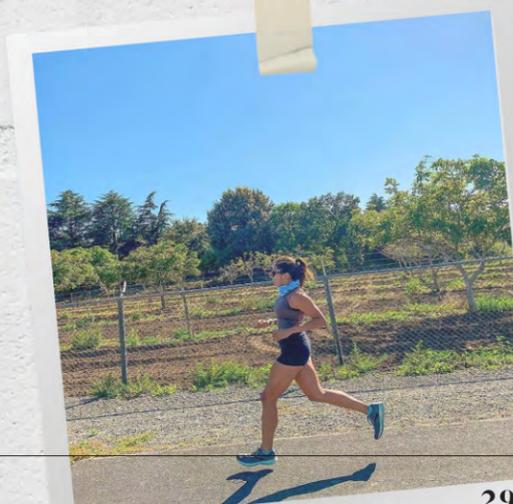
What's that all mean? Run Local is going virtual for at least the first half of 2021. The San Jose 408K, Shamrock Run and SV Half will all be virtual event experiences. Why decide now? Planning for the best virtual run experience and an in-person race at the same time don't really go all that well together. Embracing virtual from the jump allows us to create the best experience we can for you. We're doing this by:

Price: All three events will be \$25 each and include a finisher medal.

Journey: Registration for ANY of these events also includes entry to our new 408-kilometer challenge January through May.

Earn: Register for all three events and earn the bonus San Jose Series Medal. Beginning **Monday, November 9**, you'll be able to register for these events and that's just the beginning for 2021.

One day we will return to start-lines all together again. But until then, Run Local start-lines are everywhere. Join us.



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RUN LOCAL[®]

