



THE POWER OF 
RUNNING

FLEET FEET
Sports

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The Power of Running: Local Young Inspiration Gets National Recognition

Appleton, WI—Twelve year-old Cole Stoffel is an inspiration within the Fox Cities running community. Now Fleet Feet Sports and Mizuno are making sure the rest of the country knows him too. Cole was recently named one of the five National Honorees for [The Power of Running](#) to Inspire, a program developed by Fleet Feet Sports and Mizuno to identify and honor community members using running as a vehicle for more.

With the support of his extended family, Cole has been running and fundraising for Snowdrop Foundation of WI for several years. The [Snowdrop Foundation](#) is a 501c3 that provides scholarships for college bound pediatric cancer patients and childhood cancer survivors while raising awareness and funding for continued research to cure childhood cancer. Over the summer, Cole added Race Director to his list of accomplishments; successfully developing, promoting, and directing an obstacle race for kids. “(He) has shown an incredible amount of compassion and love towards the children that Snowdrop serves. His vision and drive to create an event that benefits the kids fighting cancer is both humbling and inspiring! Snowdrop is blessed to have such an amazing young man support its mission,” says Brian Gruender, co-founder of the Snowdrop Foundation.

This summer was the second year Fleet Feet Sports Fox Valley invited the community to engage in The Power of Running. Cole was one of 13 local nominations (and more than 400 nationally) submitted. Cole is no stranger to attention. In August he was recognized by Shopko and the Green Bay Packers as the first “Kick-Off Kid” of the 2016-2017 season.

It doesn't sound like he is stopping anytime soon and Fleet Feet Sports Fox Valley & Mizuno are happy to add fuel to his fire. In addition to a \$500 contribution to the wellness/health-based charity of choice and a season's worth of Mizuno gear, Cole will be included in The Power of Running national materials and his story will be captured by a videographer and shared nationally by Fleet Feet Sports and Mizuno.

For more information, please contact Leah at leah@fleetfeetfoxvalley.com

About Fleet Feet Sports

Fox Valley Fleet Feet Sports is a locally owned and operated business with a welcoming environment and unprecedented customer service. Whether you walk, run, or simply need advice and motivation to lead an active or pain-free lifestyle, the expert team at Fleet Feet Sports can help.

For more information about the program, visit us online at: www.fleetfeetfoxvalley.com

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