

Darienite

News for Darien

<https://darienite.com>

Running Supply and Events Store 'Darien Running Company' to Open Downtown in July

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Categories : [Business](#), [Healthy Living](#), [Sports](#)

Tagged as : [Darien Running Company](#), [Darien Running Company 2020](#), [Megan Searfoss](#)

Date : June 4, 2020

A store offering running supplies and events, Darien Running Company, will open this July at 14 Brook St., next door to the Sugar Bowl, in downtown Darien, its owner announced Thursday morning.

Megan Searfoss, who cofounded an associated store, the Ridgefield Running Company, in 2014, announced the new location in the RRC's newsletter. The RRC had plans to expand before the COVID-19 epidemic, which forced a lot of changes on the business.

Despite the pandemic, Searfoss said, she decided to go forward with plans for the new store, which she abbreviates as "DRC."

"DRC will offer the same services as Ridgefield Running Company, now retooled to provide a safe and

trusted environment," Searfoss said. "Our training programs, clinics and group runs will happen as soon as it is safe."

Runner's Roost, a store that sold supplies to runners for 40 years, closed its doors earlier this year. Darien Sport Shop also sells running shoes in downtown Darien.

"We are so excited about this new tenant!" David Genovese, principal of Baywater Properties, said in an email that forwarded Searfoss's announcement.

In the RRC newsletter, Searfoss also announced: "Ridgefield Running Company for the third consecutive year is recognized as 'Best Running Store in America for 2020,' an honor that puts us in the top 2% of run specialty stores! This award recognizes the RRC team, our programs, and our community engagement."

The Announcement

Here's what the newsletter said:

Prior to the pandemic, when the Boston Marathon, the Olympics and many spring events were happening, RRC had planned to expand to the beach. A small, white brick building just off the Post Road in Darien was the perfect location.

Next to the Sugar Bowl, Uncle's Deli, Gopher Ice Cream, Neat Coffee, and many other wonderful small businesses, the location was set for Darien Running Company.

Then COVID 19 came, forcing Ridgefield Running Company to close and reinvent our business to online, same-day delivery and curbside pick-up. Running as it always has, provided solace for us during this unsettling time. People that have never run before, are out on the move finding peace in the roads and on the trails. Running isn't cancelled.

As RRC worked everyday to survive, I began to revisit what run-specialty offers a community. I believe in small business, I believe in community, and I began to believe again that [Darien Running Company](#) should open.

With the help and encouragement of Darien developers, Penny Glassmeyer and David Genovese, who are responsible for the development and redevelopment of downtown Darien, and the soon to be built Corbin District, DRC will open its doors in July.

DRC will offer the same services as Ridgefield Running Company, now retooled to provide a safe and trusted environment. Our training programs, clinics and group runs will happen as soon as it is safe. We can not wait to help you at [14 Brook Street in Darien](#).

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Last night, the RRC Team celebrated in the empty Darien Running Company. We have a lot of work to do to get ready for you! Be sure to follow us on [instagram](#) and [Facebook](#) as we complete the build out