

## New Balance Opened a Bar Where You Can Exchange Miles for Pints

The perfect in-store experience?



Tim Nudd Feb 25 2019 - 1:22pm



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What better motivation could there be for (most) runners than a cold beer at the finish line? Well, now New Balance has made that relationship transactional—with a bar that accepts only miles as payment for pints.

It's called **The Runaway**, and you'll find it on Charing Cross Road in London. It opened this month as part of New Balance's sponsorship of the 2019 Virgin Money London Marathon. Runners who join the **New Balance Run Club** on running and cycling site Stava will get a Runaway card added to their phone's wallet. The card fills up with the miles you run, which you can exchange for pints at the pub.

"We're excited to open our very first New Balance pub and look forward to welcoming runners to the bar to exchange their miles for pints," says

an escape and reward when needed and a hub for the running community to come together and support each other.

Free(ish) beer is most people's idea of great experiential, right?



Below, check out how much beer you can get for your miles, per [Runner's World](#)

### **Challenge 1 at The Runaway - Run 40 Miles for Pints**

To be redeemed on either 24 February or 3 March 2019:

50% Badge: 2 x drinks each for you and a friend

100% Badge: 3 x drinks each for you and a friend

### **Challenge 2 at The Runaway - Run 13 Miles for Pints**

To be redeemed on either 10 or 17 March 2019:

50% Badge: 2 x drinks each for you and a friend

100% Badge: 3 x drinks each for you and a friend

### **Challenge 3 at The Runaway - Run 60 Miles for Pints**

To be redeemed on either 24 or 31 March 2019:

50% Badge: 2 x drinks each for you and a friend

100% Badge: 3 x drinks each for you and a friend

### **Challenge 4 at The Runaway - Run 10k for Pints**

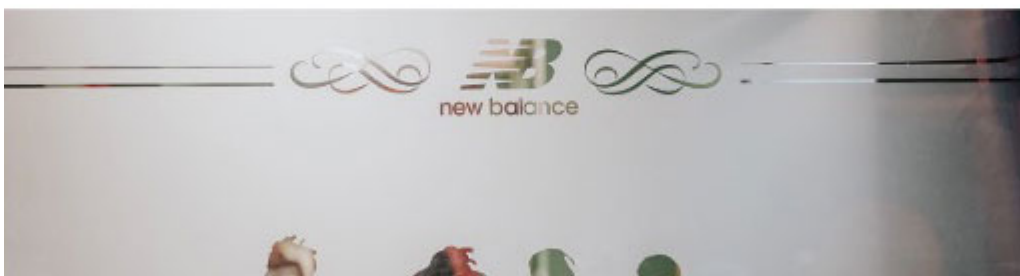
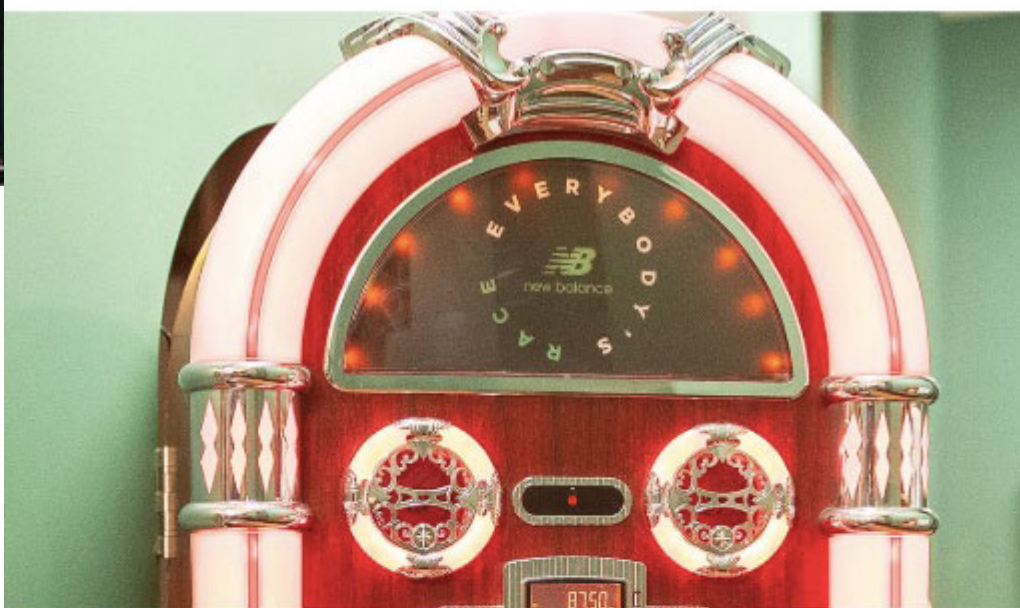
To be redeemed on either 14 or 21 April 2019:

50% Badge: 2 x drinks each for you and a friend

100% Badge: 3 x drinks each for you and a friend









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# THE RUNAWAY



**Tim Nudd**

@nudd

Tim Nudd is editor in chief of the Clio Awards and the founding editor of Muse by Clio.

[More from Tim Nudd](#)

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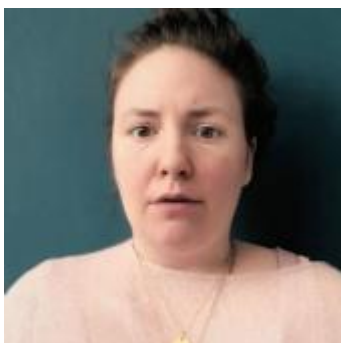
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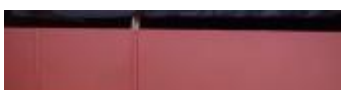
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# THE RUNAWAY

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