

# Inside the New Run Unlimited Performance Lab: Data-Driven Training Meets Community

In the heart of St. Petersburg's thriving running scene, Run Unlimited has taken its commitment to athletes one step further with the launch of Performance Lab — a data-driven performance center designed to meet runners exactly where they are and elevate them to where they want to go.

For Mariel Rosen, Marketing & Partnerships Coordinator for Florida Road Races and marketing consultant for Run Unlimited, the partnership between these two organizations feels natural. As she explains, *"The running community here in Saint Pete is very interwoven... what's good for one of us is truly good for us all."*

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## A Partnership Rooted in Growth

Run Unlimited became Florida Road Races' official partner studio in September 2024 and has continued that relationship into this season. Their shared mission: elevate runners at every level.

Rosen describes Run Unlimited as the perfect training home for runners braving Florida weather or seeking intentional training support. Whether someone wants to take a group fitness class, hop on a treadmill for speed work, or understand their biometrics, the studio offers a place to do it all.

*"We love partnering with them," Rosen says. "It's a place for our runners to come train and really hone in on their skills to perform better on race day."*

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## Introducing the Performance Lab

Performance Lab brings laboratory-grade testing into a community studio setting — making elite resources accessible to everyday runners.

According to Rosen, *"Performance Lab is our data-driven athletic performance center... we offer advanced performance testing and coaching designed to help*

*guide our athletes at any level."*

The program is largely facilitated by Zoe Krachtus, who oversees and conducts much of the in-house testing. With her expertise, athletes receive clear, highly personalized insights they can immediately apply to their training.

Among the featured services:

- **VO2 Max Testing**
- **Lactate Threshold Testing**
- **Sweat Composition Analysis**
- **Gait & Running Assessments**

These insights help runners understand how their body performs under stress, how quickly they fatigue, what they lose through sweat (especially crucial in Florida), and how to train more efficiently.

Rosen highlights the value of this:

*"It's nice having the data to back things up. As runners, we often say something feels hard... but is it because you're tired? stressed? or are you actually running at the peak of your threshold?"*

Performance Lab helps remove the guesswork.

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## **Coaching That Connects Data to Daily Training**

Testing is only the beginning. Through Run Unlimited's Coaching Collective, athletes can work with:

- Run coaches
- A registered dietitian
- A nutrition coach
- A personal trainer

Each expert helps translate biometrics into actionable training plans.

*"Once you have the biometrics," Rosen explains, "they'll help you put them into place and create actionable steps with them."*

And their approach is individualized — no blanket supplement recommendations or one-size-fits-all plans.

*"What's good for me is not going to be good for you," Rosen says.*

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## Powered by Woodway

Run Unlimited is equipped with 14 Woodway 4Front treadmills and one Ridge Runner, creating a safe, high-performance environment for runners of all levels.

Rosen regularly hears how these treadmills build confidence, especially for those returning to running. She recently spoke with a new client who was hesitant to re-enter the sport:

*"She said this was hard, but it was hard because of the class — not because her legs were broken."*

The Ridge Runner also gives Florida athletes access to steep incline training in a state where true elevation doesn't exist. Rosen, a technical trail runner herself, says, *"It's been especially helpful for me... being able to train at my peak capacity for races that require technical terrain in an area that has zero of that."*

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## Inspiring Transformations

Run Unlimited sees runners at every stage of their journey — from first-time 5K participants to elite competitors. And the stories are powerful.

One Florida Road Races ambassador is on a remarkable weight loss and fitness journey:

*"He went from not being able to walk half a mile to just PR'ing his 10K this past weekend... running the entire time."*

Another athlete recently competed in the Libson Marathon after training on the Woodway units:

*"He got 11th overall — first American — in his marathon debut," Rosen shares proudly.*

Stories like these highlight how intentional training paired with the right tools can make performance dreams real.

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## Florida Road Races: A Community Staple

Florida Road Races itself offers five annual events ranging from 5Ks to half marathons, including the feel-good Fur Baby 5K and Mutt Mile, which supports Pet Pal Animal Shelter.

Their races are designed to be inclusive:

*"We welcome the elites and sub-elites, but we also have more first-timers, more run clubbers, more girl groups, more families..."* Rosen says.

With a recovery village, bodywork providers, IV therapy stations, and a block-party atmosphere, runners can celebrate their accomplishments in a supportive environment.

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## Prioritizing Every Runner

Despite the studio's sleek aesthetic, Rosen emphasizes that Run Unlimited is not just for elite athletes.

*"People see our branding and think we're elite-oriented, but we're really not. We like pretty things and a nice aesthetic while holding space for everybody."*

As part of that inclusiveness, unlimited members receive a complimentary VO2 Max test every 6 months, encouraging them to build a long-term relationship with their own data.

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## The Road Ahead

Run Unlimited is excited to keep helping Florida runners access their full potential through the holiday season and beyond. As holiday promotions roll out and new athletes come through the doors, Rosen is excited for what's ahead:

*"We really pride ourselves in having all the tools you could need... whether you're starting a Couch to 5K or training for the Barkley Marathon."*

Performance Lab is more than a new offering — it's the next evolution of St. Petersburg's running community: supportive, data-driven, and accessible.