

5 decades of helping walkers and runners find their perfect fit



The Lincoln Running Company brings personalized expertise to runners and walkers in downtown Lincoln, helping customers find the perfect pair of shoes. Since 1976, the local shop has been owned and operated by the same family, the Rogerses.

Here's a Q&A with the owner, Chris Rogers.

How was your business started?

The Rogers family originally managed several Athlete's Foot locations but eventually chose to close most of them to focus on their flagship store at 12th and Q Street. In the early 2000s, the Rogerses rebranded that location as the Lincoln Running Company, expanding their mission beyond selling shoes to include training, nutrition, injury prevention and education for anyone who walks or runs.

Over the years, the store has built a strong bond with the local running community, employing passionate runners and developing close partnerships with medical professionals throughout Lincoln. Nearly 50 years later, the same mission, the same location and the store continues to thrive.

What makes your store unique?

We take the time to truly understand each customer's needs, goals and any issues they may be experiencing when walking or running. Every customer

receives a full gait analysis so we can help them find the right fit, backed by the knowledge and experience our staff brings.

Anyone can walk into a store and buy a pair of shoes, but we want our customers to leave knowing exactly why their shoes work for them. Beyond retail, we also offer training programs for runners of all levels, from those completing their first 5K to those preparing for a marathon.

What are your most popular products now?

We offer almost everything you need for running and walking, even for winter runs. When it's cold, warm headgear, gloves and socks make a huge difference. Cheap cotton socks get soaked easily and leave your feet cold, so all of our socks are cotton-free, whether they're synthetic, mohair or wool, to keep you comfortable.

We're offering a great sock special — buy three, get one free — which makes for a perfect stocking stuffer. We'll also have promotions on Garmin products, along with a wide selection of shoes on sale throughout the season.

Visit lincrunningcompany.com to learn more and find gear for your next adventure.

