
ASICS' PITCH BLACK RUNNING TRACK ELIMINATES MODERN DISTRACTIONS

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Black Out Track, Asics, UNIT9 and Edelman Deportivo, London

Watch this video at <https://www.lsnglobal.com/news/article/22341/asics-pitch-black-running-track-eliminates-modern-distractions>

London – In collaboration with **UNIT9** and **Edelman Deportivo**, footwear retailer **Asics** has created Black Out, a running track designed to train the mind.

The course, which has been developed to promote the brand's new Gel Kayano 25 show range, is cloaked in darkness, giving runners no access to technology, music or scenery. Custom-made sounds and lights are embedded to eliminate distractions and allow athletes to solely focus on the connection between the body and the mind.

'Asics was founded on the belief that a sound body fuels a sound mind, so this campaign goes right to the heart of who we are as a brand. Our promise is to bring our founder's vision to life in the modern-age – where **negative distractions** of the mind can prevent us from reaching our potential and going the distance', says Paul Miles, chief marketing officer of Asics.

Inspired by Japanese marathon runners, the track will bring together athletes and brand ambassadors from around the world to train in the intense environment.