

Shopping Local Doesn't Mean Just Food!

Shout Out To Sporting Intentions

Locally owned and operated

Major Sponsor of the PEI Roarunners

The PEI Roadrunner Executive is pleased to send a huge shout out to Sporting Intentions for their thoughtful and dependable support of the PEI Roadrunners Club.

Sporting Intentions roots trace back to Campers City, the first dedicated outdoor shop on Prince Edward Island , circa 1970's. New ownership and a brand new building under the banner of Sporting Intentions became a reality at 570 North River Road in the early 80's.

Wes Slauenwhite and John Horrelt, new owners since 2007, proudly continue the tradition of sales and service to the outdoor community in their beautiful new location at Creekside Crossing, 614 North River Road in Charlottetown. Wes was the store manager for twenty years, prior to ownership, and has fostered great friendships with customers and suppliers alike. A long time customer and ski buddy, John partnered with Wes in 2007, bringing the skills from his many years of retail management, and genuine love of the outdoors to this exciting venture. Together they have built a tremendous team of like minded staff, whose enthusiasm for the outdoors is evident both inside and outside the store

Owners, Wes and John have involved themselves in the running community on a fairly large scale since moving to their new location. Compared to other categories in the store, there is a disproportionate amount of time and money on running! For the last three years they have been a sponsor of the Island Marathon, developed and hosted the Spring Run Off, contributed prizes to other local runs, sponsored awards for the PEI Roadrunners Club, and this year, sponsored the Red Isle Road Hogs relay team heading to Cape Breton. In addition, they are an ongoing sponsor of Shawn McCardle's Ultra Marathon at Brookvale. But Wes, John and staff don't just stop at sponsorship, they also promote education, hosting sales and tech reps from New Balance, Mizuno, and Saucony in store for demos and fit clinics. They have hosted running clinics as well as provided a venue for the clinic class room sessions. In addition to their tremendous support for the running community on PEI, Sporting Intentions also supports many minor sports teams, the 2009 Canada games, GenXX, Special Olympics, Charlottetown food bank/Christmas food drive, UPEI Varsity Athletes of Distinction Queen Elizabeth Hospital , Prince County Hospital, Island Nature Trust, Canadian Red Cross Society, Heart & Stroke as well as various individual requests. Their support comes from a place of "giving back, " because they believe supporting community is important for its' continued success, as it is for the future of Sporting Intentions!

Some more reasons to shop locally!

Thank you Sporting Intentions!

Reasons to shop locally owned and operated stores:

1. While chains often offer mind-numbingly detached service, local businesses can offer a more refined expertise and base of knowledge about their product, especially if it is also locally-made or specifically ordered by the shop owner. For example, local groceries specialize in knowing how and where their foods were made and how to cook and eat them - knowledge that benefits the consumer. Staff at Sporting Intentions attend Buyer's Markets and as such have a direct and intimate relationship to the products their store carries, dependent on consumer trends.
2. Shopping locally keeps money in your local economy - dollars spent in locally-owned business have up to three times the impact on the community as those spent at corporate chains. There is a strong multiplier effect within the community for every dollar spent locally, whether it is for retail goods or services. Every dollar that a community member spends outside the community diminishes the economic health of the community.
3. Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions. Local businesses help build strong communities and neighborhoods, linking citizens and nurturing local causes. When businesses are owned by members of the community, the owners have obvious reasons for more strongly and insightfully considering the impacts of important decisions about growth and local politics.
4. Shopping locally gives us options. When thousands of disparate small companies compete with one another, innovation and low-prices abound. Giant multinational companies thwart this model by limiting product options and competitive pricing, as well as rendering their niche tediously uniform.
5. With increasing job-loss and a shrinking labor market, supporting local businesses by shopping locally helps fund and maintain jobs in the area preventing outsourcing and the outflow of economic wealth. Additionally, locally owned businesses may often be motivated to give workers better wages and benefits.
6. Shopping locally keeps non-chain shops flourishing, thereby increasing the diversity of our communities. It helps them retain their uniqueness and authenticity and encourages local innovation and creativity. (Who wants to live in clone towns?)