Line wrap ☐

```
1   <!doctype html>
2   <html lang="en-US">
3   <head>
4       <meta charset="UTF-8">
5       <meta name="viewport" content="width=device-width, initial-scale=1">
6       <link rel="profile" href="https://gmpg.org/xfn/11">
7               <script type="text/javascript">
8               window.flatStyles = window.flatStyles || ''
9
10              window.lightspeedOptimizeStylesheet = function () {
11                  const currentStylesheet = document.querySelector( '.tcb-lightspeed-style:not([data-ls-optimized])' )
12
13                  if ( currentStylesheet ) {
14                      try {
15                          if ( currentStylesheet.sheet && currentStylesheet.sheet.cssRules ) {
16                              if ( window.flatStyles ) {
17                                  if ( this.optimizing ) {
18                                      setTimeout( window.lightspeedOptimizeStylesheet.bind( this ), 24 )
19                                  } else {
20                                      this.optimizing = true;
21
22                                      let rulesIndex = 0;
23
24                                      while ( rulesIndex < currentStylesheet.sheet.cssRules.length ) {
25                                          const rule = currentStylesheet.sheet.cssRules[ rulesIndex ]
26                                          /* remove rules that already exist in the page */
27                                          if ( rule.type === CSSRule.STYLE_RULE && window.flatStyles.includes( `${rule.selectorText}{` ) ) {
28                                              currentStylesheet.sheet.deleteRule( rulesIndex )
29                                          } else {
30                                              rulesIndex ++
31                                          }
32                                      }
33                                      /* optimize, mark it such, move to the next file, append the styles we have until now */
34                                      currentStylesheet.setAttribute( 'data-ls-optimized', '1' )
35
36                                      window.flatStyles += currentStylesheet.innerHTML
37
38                                      this.optimizing = false
39                                  }
40                              } else {
41                                  window.flatStyles = currentStylesheet.innerHTML
42                                  currentStylesheet.setAttribute( 'data-ls-optimized', '1' )
43                              }
44                          }
45                      } catch ( error ) {
46                          console.warn( error )
47                      }
48
49                      if ( currentStylesheet.parentElement.tagName !== 'HEAD' ) {
50                          /* always make sure that those styles end up in the head */
51                          const stylesheetID = currentStylesheet.id;
52                          /**
53                           * make sure that there is only one copy of the css
54                           * e.g display CSS
55                           */
56                          if ( ( ! stylesheetID || ( stylesheetID && ! document.querySelector( `head #${stylesheetID}` ) ) ) ) {
57                              document.head.prepend( currentStylesheet )
58                          } else {
59                              currentStylesheet.remove();
60                          }
61                      }
62                  }
63              }
64
65              window.lightspeedOptimizeFlat = function ( styleSheetElement ) {
66                  if ( document.querySelectorAll( 'link[href*="thrive_flat.css"]' ).length > 1 ) {
67                      /* disable this flat if we already have one */
68                      styleSheetElement.setAttribute( 'disabled', true )
69                  } else {
70                      /* if this is the first one, make sure he's in head */
71                      if ( styleSheetElement.parentElement.tagName !== 'HEAD' ) {
72                          document.head.append( styleSheetElement )
73                      }
74                  }
75              }
76          </script>
77          <meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />
78      <style>img:is([sizes="auto" i], [sizes^="auto," i]) { contain-intrinsic-size: 3000px 1500px }</style>
79
80      <!-- This site is optimized with the Yoast SEO plugin v24.6 - https://yoast.com/wordpress/plugins/seo/ -->
81      <title>Tread 2024 Year In Review - A Letter by Ben Brewster</title>
82      <meta name="description" content="What happened in 2024, and where are we headed for next year? A look behind the curtain to see how Tread has been
83      <link rel="canonical" href="https://treadathletics.com/2024-year-in-review/" />
84      <meta property="og:locale" content="en_US" />
85      <meta property="og:type" content="article" />
86      <meta property="og:title" content="2024 Year In Review" />
87      <meta property="og:description" content="What happened in 2024 and where is Tread headed for 2025? A look behind the curtain." />
88      <meta property="og:url" content="https://treadathletics.com/2024-year-in-review/" />
89      <meta property="og:site_name" content="Tread Athletics" />
90      <meta property="article:publisher" content="http://www.facebook.com/TreadAthletics/" />
91      <meta property="article:author" content="https://www.facebook.com/TreadAthletics" />
92      <meta property="article:published_time" content="2024-12-31T17:20:35+00:00" />
93      <meta property="article:modified_time" content="2024-12-31T20:27:57+00:00" />
94      <meta property="og:image" content="https://treadathletics.com/wp-content/uploads/2024/01/Screenshot-2024-02-06-at-1.29.36 PM-scaled.jpg" />
95      <meta property="og:image:width" content="2560" />
96      <meta property="og:image:height" content="1438" />
```

```
 97        <meta property="og:image:type" content="image/jpeg" />
 98        <meta name="author" content="Ben Brewster" />
 99        <meta name="twitter:card" content="summary_large_image" />
100        <meta name="twitter:title" content="2024 Year In Review" />
101        <meta name="twitter:description" content="What happened in 2024 and where is Tread headed for 2025? A look behind the curtain." />
102        <meta name="twitter:image" content="https://treadathletics.com/wp-content/uploads/2024/01/Screenshot-2024-02-06-at-1.29.36 PM-scaled.jpg" />
103        <meta name="twitter:creator" content="@TreadAthletics" />
104        <meta name="twitter:site" content="@TreadAthletics" />
105        <meta name="twitter:label1" content="Written by" />
106        <meta name="twitter:data1" content="Ben Brewster" />
107        <meta name="twitter:label2" content="Est. reading time" />
108        <meta name="twitter:data2" content="17 minutes" />
109        <script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org","@graph":[{"@type":"Article","@id":"https://treadath
110        <!-- / Yoast SEO plugin. -->
111
112
113 <link rel="alternate" type="application/rss+xml" title="Tread Athletics &raquo; Feed" href="https://treadathletics.com/feed/" />
114 <link rel="alternate" type="application/rss+xml" title="Tread Athletics &raquo; Comments Feed" href="https://treadathletics.com/comments/feed/" />
115        <!-- This site uses the Google Analytics by MonsterInsights plugin v9.3.0 - Using Analytics tracking - https://www.monsterinsights.com/ -->
116                    <script src="//www.googletagmanager.com/gtag/js?id=G-C5YNZ7X02K"  data-cfasync="false" data-wpfc-render="false" async></scr
117            <script data-cfasync="false" data-wpfc-render="false">
118                    var mi_version = '9.3.0';
119                    var mi_track_user = true;
120                    var mi_no_track_reason = '';
121                        var MonsterInsightsDefaultLocations = {"page_location":"https:\/\/treadathletics.com\/2024-year-in-review\/","page_refe
122            if ( typeof MonsterInsightsPrivacyGuardFilter === 'function' ) {
123                var MonsterInsightsLocations = (typeof MonsterInsightsExcludeQuery === 'object') ? MonsterInsightsPrivacyGuardFilter( MonsterInsigh
124            } else {
125                var MonsterInsightsLocations = (typeof MonsterInsightsExcludeQuery === 'object') ? MonsterInsightsExcludeQuery : MonsterInsightsDef
126            }
127
128                        var disableStrs = [
129                            'ga-disable-G-C5YNZ7X02K',
130                        ];
131
132            /* Function to detect opted out users */
133            function __gtagTrackerIsOptedOut() {
134                for (var index = 0; index < disableStrs.length; index++) {
135                    if (document.cookie.indexOf(disableStrs[index] + '=true') > -1) {
136                        return true;
137                    }
138                }
139
140                return false;
141            }
142
143            /* Disable tracking if the opt-out cookie exists. */
144            if (__gtagTrackerIsOptedOut()) {
145                for (var index = 0; index < disableStrs.length; index++) {
146                    window[disableStrs[index]] = true;
147                }
148            }
149
150            /* Opt-out function */
151            function __gtagTrackerOptout() {
152                for (var index = 0; index < disableStrs.length; index++) {
153                    document.cookie = disableStrs[index] + '=true; expires=Thu, 31 Dec 2099 23:59:59 UTC; path=/';
154                    window[disableStrs[index]] = true;
155                }
156            }
157
158            if ('undefined' === typeof gaOptout) {
159                function gaOptout() {
160                    __gtagTrackerOptout();
161                }
162            }
163                        window.dataLayer = window.dataLayer || [];
164
165            window.MonsterInsightsDualTracker = {
166                helpers: {},
167                trackers: {},
168            };
169            if (mi_track_user) {
170                function __gtagDataLayer() {
171                    dataLayer.push(arguments);
172                }
173
174                function __gtagTracker(type, name, parameters) {
175                    if (!parameters) {
176                        parameters = {};
177                    }
178
179                    if (parameters.send_to) {
180                        __gtagDataLayer.apply(null, arguments);
181                        return;
182                    }
183
184                    if (type === 'event') {
185                                        parameters.send_to = monsterinsights_frontend.v4_id;
186                        var hookName = name;
187                        if (typeof parameters['event_category'] !== 'undefined') {
188                            hookName = parameters['event_category'] + ':' + name;
189                        }
190
191                        if (typeof MonsterInsightsDualTracker.trackers[hookName] !== 'undefined') {
192                            MonsterInsightsDualTracker.trackers[hookName](parameters);
193                        } else {
194                            __gtagDataLayer('event', name, parameters);
```

```
195                        }
196
197                    } else {
198                        __gtagDataLayer.apply(null, arguments);
199                    }
200                }
201
202            __gtagTracker('js', new Date());
203            __gtagTracker('set', {
204                'developer_id.dZGIzZG': true,
205                            });
206            if ( MonsterInsightsLocations.page_location ) {
207                __gtagTracker('set', MonsterInsightsLocations);
208            }
209                        __gtagTracker('config', 'G-C5YNZ7X02K', {"forceSSL":"true","link_attribution":"true"} );
210                                window.gtag = __gtagTracker;                                    (function () {
211            /* https://developers.google.com/analytics/devguides/collection/analyticsjs/ */
212            /* ga and __gaTracker compatibility shim. */
213            var noopfn = function () {
214                return null;
215            };
216            var newtracker = function () {
217                return new Tracker();
218            };
219            var Tracker = function () {
220                return null;
221            };
222            var p = Tracker.prototype;
223            p.get = noopfn;
224            p.set = noopfn;
225            p.send = function () {
226                var args = Array.prototype.slice.call(arguments);
227                args.unshift('send');
228                __gaTracker.apply(null, args);
229            };
230            var __gaTracker = function () {
231                var len = arguments.length;
232                if (len === 0) {
233                    return;
234                }
235                var f = arguments[len - 1];
236                if (typeof f !== 'object' || f === null || typeof f.hitCallback !== 'function') {
237                    if ('send' === arguments[0]) {
238                        var hitConverted, hitObject = false, action;
239                        if ('event' === arguments[1]) {
240                            if ('undefined' !== typeof arguments[3]) {
241                                hitObject = {
242                                    'eventAction': arguments[3],
243                                    'eventCategory': arguments[2],
244                                    'eventLabel': arguments[4],
245                                    'value': arguments[5] ? arguments[5] : 1,
246                                }
247                            }
248                        }
249                        if ('pageview' === arguments[1]) {
250                            if ('undefined' !== typeof arguments[2]) {
251                                hitObject = {
252                                    'eventAction': 'page_view',
253                                    'page_path': arguments[2],
254                                }
255                            }
256                        }
257                        if (typeof arguments[2] === 'object') {
258                            hitObject = arguments[2];
259                        }
260                        if (typeof arguments[5] === 'object') {
261                            Object.assign(hitObject, arguments[5]);
262                        }
263                        if ('undefined' !== typeof arguments[1].hitType) {
264                            hitObject = arguments[1];
265                            if ('pageview' === hitObject.hitType) {
266                                hitObject.eventAction = 'page_view';
267                            }
268                        }
269                        if (hitObject) {
270                            action = 'timing' === arguments[1].hitType ? 'timing_complete' : hitObject.eventAction;
271                            hitConverted = mapArgs(hitObject);
272                            __gtagTracker('event', action, hitConverted);
273                        }
274                    }
275                    return;
276                }
277
278                function mapArgs(args) {
279                    var arg, hit = {};
280                    var gaMap = {
281                        'eventCategory': 'event_category',
282                        'eventAction': 'event_action',
283                        'eventLabel': 'event_label',
284                        'eventValue': 'event_value',
285                        'nonInteraction': 'non_interaction',
286                        'timingCategory': 'event_category',
287                        'timingVar': 'name',
288                        'timingValue': 'value',
289                        'timingLabel': 'event_label',
290                        'page': 'page_path',
291                        'location': 'page_location',
292                        'title': 'page_title',
```

```
293                            'referrer' : 'page_referrer',
294                        };
295                        for (arg in args) {
296                                                        if (!(!args.hasOwnProperty(arg) || !gaMap.hasOwnProperty(arg))) {
297                                hit[gaMap[arg]] = args[arg];
298                            } else {
299                                hit[arg] = args[arg];
300                            }
301                        }
302                        return hit;
303                    }
304
305                    try {
306                        f.hitCallback();
307                    } catch (ex) {
308                    }
309                };
310                __gaTracker.create = newtracker;
311                __gaTracker.getByName = newtracker;
312                __gaTracker.getAll = function () {
313                    return [];
314                };
315                __gaTracker.remove = noopfn;
316                __gaTracker.loaded = true;
317                window['__gaTracker'] = __gaTracker;
318            })();
319                    } else {
320                        console.log("");
321            (function () {
322                function __gtagTracker() {
323                    return null;
324                }
325
326                window['__gtagTracker'] = __gtagTracker;
327                window['gtag'] = __gtagTracker;
328            })();
329                    }
330        </script>
331            <!-- / Google Analytics by MonsterInsights -->
332        <script data-cfasync="false" data-wpfc-render="false">
333        if (window.hasOwnProperty('MonsterInsightsDualTracker')){
334            window.MonsterInsightsDualTracker.trackers['form:impression'] = function (parameters) {
335                __gtagDataLayer('event', 'form_impression', {
336                    form_id: parameters.event_label,
337                    content_type: 'form',
338                    non_interaction: true,
339                    send_to: parameters.send_to,
340                });
341            };
342
343            window.MonsterInsightsDualTracker.trackers['form:conversion'] = function (parameters) {
344                __gtagDataLayer('event', 'generate_lead', {
345                    form_id: parameters.event_label,
346                    send_to: parameters.send_to,
347                });
348            };
349        }
350    </script>
351    <script>
352 window._wpemojiSettings = {"baseUrl":"https:\/\/s.w.org\/images\/core\/emoji\/15.0.3\/72x72\/","ext":".png","svgUrl":"https:\/\/s.w.org\/images\/core\/
353 /*! This file is auto-generated */
354 !function(i,n){var o,s,e;function c(e){try{var t={supportTests:e,timestamp:(new Date).valueOf()};sessionStorage.setItem(o,JSON.stringify(t))}catch(e){}
355 </script>
356 <link rel='stylesheet' id='premium-addons-css' href='https://treadathletics.com/wp-content/plugins/premium-addons-for-elementor/assets/frontend/min-css
357 <style id='wp-emoji-styles-inline-css'>
358
359    img.wp-smiley, img.emoji {
360        display: inline !important;
361        border: none !important;
362        box-shadow: none !important;
363        height: 1em !important;
364        width: 1em !important;
365        margin: 0 0.07em !important;
366        vertical-align: -0.1em !important;
367        background: none !important;
368        padding: 0 !important;
369    }
370 </style>
371 <link rel='stylesheet' id='wp-block-library-css' href='https://treadathletics.com/wp-includes/css/dist/block-library/style.min.css?ver=6.7.2' media='a
372 <link rel='stylesheet' id='activecampaign-form-block-css' href='https://treadathletics.com/wp-content/plugins/activecampaign-subscription-forms/active
373 <style id='global-styles-inline-css'>
374 :root{--wp--preset--aspect-ratio--square: 1;--wp--preset--aspect-ratio--4-3: 4/3;--wp--preset--aspect-ratio--3-4: 3/4;--wp--preset--aspect-ratio--3-2:
375 :root :where(.wp-block-pullquote){font-size: 1.5em;line-height: 1.6;}
376 </style>
377 <style id='nfd-wonder-blocks-utilities-inline-css'>
378 .nfd-relative{position:relative!important}.-nfd-bottom-1{bottom:-.25rem!important}.-nfd-top-0\.5{top:-.125rem!important}.-nfd-top-1{top:-.25rem!importa
379    [class*=nfd-btn]:not(.is-style-outline):not(.nfd-btn-secondary):not(.nfd-btn-tertiary)>.wp-block-button__link:not(.has-background):hover{backgrounc
380    [class*=nfd-btn]:is(.is-style-outline):not(.nfd-btn-secondary):not(.nfd-btn-tertiary)>.wp-block-button__link:not(.has-background):not(.has-text-col
381    .wp-block-separator:not(.has-background):not(.has-text-color):not(.nfd-border-strong)
382    .nfd-bg-surface
383    .wp-block-separator:not(.has-background):not(.has-text-color):not(.nfd-border-strong){border-bottom-color:var(--wndb--color--borders)!important}.nf
384 </style>
385 <link rel='stylesheet' id='hello-elementor-css' href='https://treadathletics.com/wp-content/themes/hello-elementor/style.min.css?ver=3.2.1' media='all
386 <link rel='stylesheet' id='hello-elementor-theme-style-css' href='https://treadathletics.com/wp-content/themes/hello-elementor/theme.min.css?ver=3.2.1
387 <link rel='stylesheet' id='hello-elementor-header-footer-css' href='https://treadathletics.com/wp-content/themes/hello-elementor/header-footer.min.css
388 <link rel='stylesheet' id='elementor-frontend-css' href='https://treadathletics.com/wp-content/uploads/elementor/css/custom-frontend.min.css?ver=17400(
389 <style id='elementor-frontend-inline-css'>
```

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390  .elementor-kit-11088{--e-global-color-primary:#3A3A3A;--e-global-color-secondary:#54595F;--e-global-color-text:#7A7A7A;--e-global-color-accent:#8C4BA0;
391  .elementor-8097 .elementor-element.elementor-element-1a2017bd > .elementor-container > .elementor-column > .elementor-widget-wrap{align-content:center;
392              .elementor-widget-nav-menu .elementor-nav-menu--main .elementor-item.elementor-item-active,
393              .elementor-widget-nav-menu .elementor-nav-menu--main .elementor-item.highlighted,
394              .elementor-widget-nav-menu .elementor-nav-menu--main .elementor-item:focus{color:var( --e-global-color-accent );fill:var( --e-globa
395              .elementor-widget-nav-menu .elementor-nav-menu--main:not(.e--pointer-framed) .elementor-item:after{background-color:var( --e-global
396              .elementor-widget-nav-menu .e--pointer-framed .elementor-item:after{border-color:var( --e-global-color-accent );}.elementor-widget-
397              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-nav-menu--main .elementor-item.elementor-item-active,
398              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-nav-menu--main .elementor-item.highlighted,
399              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-nav-menu--main .elementor-item:focus{color:#D3BC8D;fill:#D3
400              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-nav-menu--dropdown a.elementor-item-active,
401              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-nav-menu--dropdown a.highlighted,
402              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-menu-toggle:hover{color:#e54747;}.elementor-8097 .elementor
403              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-nav-menu--dropdown a.elementor-item-active,
404              .elementor-8097 .elementor-element.elementor-element-765810b .elementor-nav-menu--dropdown a.highlighted{background-color:#ededed;}
405              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-nav-menu--main .elementor-item.elementor-item-active,
406              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-nav-menu--main .elementor-item.highlighted,
407              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-nav-menu--main .elementor-item:focus{color:#f4ac6e;fill:#f4
408              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-nav-menu--dropdown a.elementor-item-active,
409              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-nav-menu--dropdown a.highlighted,
410              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-menu-toggle:hover{color:var( --e-global-color-734669ce );}.
411              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-nav-menu--dropdown a.elementor-item-active,
412              .elementor-8097 .elementor-element.elementor-element-6b6b8c0 .elementor-nav-menu--dropdown a.highlighted{background-color:#ededed;}
413  .elementor-7326 .elementor-element.elementor-element-575690a8:not(.elementor-motion-effects-element-type-background), .elementor-7326 .elementor-elemen
414  .elementor-7358 .elementor-element.elementor-element-526dd748:not(.elementor-motion-effects-element-type-background), .elementor-7358 .elementor-elemen
415  </style>
416  <link rel='stylesheet' id='widget-image-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/css/widget-image.min.css?ver=3.27.6'
417  <link rel='stylesheet' id='widget-nav-menu-css' href='https://treadathletics.com/wp-content/uploads/elementor/css/custom-pro-widget-nav-menu.min.css?ve
418  <link rel='stylesheet' id='widget-heading-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/css/widget-heading.min.css?ver=3.27
419  <link rel='stylesheet' id='widget-icon-list-css' href='https://treadathletics.com/wp-content/uploads/elementor/css/custom-widget-icon-list.min.css?ver=
420  <link rel='stylesheet' id='widget-text-editor-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/css/widget-text-editor.min.css
421  <link rel='stylesheet' id='widget-form-css' href='https://treadathletics.com/wp-content/plugins/elementor-pro/assets/css/widget-form.min.css?ver=3.27.4
422  <link rel='stylesheet' id='widget-divider-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/css/widget-divider.min.css?ver=3.27
423  <link rel='stylesheet' id='widget-post-info-css' href='https://treadathletics.com/wp-content/plugins/elementor-pro/assets/css/widget-post-info.min.css
424  <link rel='stylesheet' id='elementor-icons-shared-0-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/font
425  <link rel='stylesheet' id='elementor-icons-fa-regular-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/re
426  <link rel='stylesheet' id='elementor-icons-fa-solid-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/soli
427  <link rel='stylesheet' id='widget-social-icons-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/css/widget-social-icons.min.cs
428  <link rel='stylesheet' id='e-apple-webkit-css' href='https://treadathletics.com/wp-content/uploads/elementor/css/custom-apple-webkit.min.css?ver=174006
429  <link rel='stylesheet' id='widget-posts-css' href='https://treadathletics.com/wp-content/plugins/elementor-pro/assets/css/widget-posts.min.css?ver=3.27
430  <link rel='stylesheet' id='widget-progress-tracker-css' href='https://treadathletics.com/wp-content/plugins/elementor-pro/assets/css/widget-progress-tr
431  <link rel='stylesheet' id='e-sticky-css' href='https://treadathletics.com/wp-content/plugins/elementor-pro/assets/css/modules/sticky.min.css?ver=3.27.4
432  <link rel='stylesheet' id='elementor-icons-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/lib/eicons/css/elementor-icons.min
433  <link rel='stylesheet' id='wpforms-modern-full-css' href='https://treadathletics.com/wp-content/plugins/wpforms/assets/css/frontend/modern/wpforms-full
434  <style id='wpforms-modern-full-inline-css'>
435  :root {
436              --wpforms-field-border-radius: 3px;
437  --wpforms-field-border-style: solid;
438  --wpforms-field-border-size: 1px;
439  --wpforms-field-background-color: #ffffff;
440  --wpforms-field-border-color: rgba( 0, 0, 0, 0.25 );
441  --wpforms-field-border-color-spare: rgba( 0, 0, 0, 0.25 );
442  --wpforms-field-text-color: rgba( 0, 0, 0, 0.7 );
443  --wpforms-field-menu-color: #ffffff;
444  --wpforms-label-color: rgba( 0, 0, 0, 0.85 );
445  --wpforms-label-sublabel-color: rgba( 0, 0, 0, 0.55 );
446  --wpforms-label-error-color: #d63637;
447  --wpforms-button-border-radius: 3px;
448  --wpforms-button-border-style: none;
449  --wpforms-button-border-size: 1px;
450  --wpforms-button-background-color: #066aab;
451  --wpforms-button-border-color: #066aab;
452  --wpforms-button-text-color: #ffffff;
453  --wpforms-page-break-color: #066aab;
454  --wpforms-background-image: none;
455  --wpforms-background-position: center center;
456  --wpforms-background-repeat: no-repeat;
457  --wpforms-background-size: cover;
458  --wpforms-background-width: 100px;
459  --wpforms-background-height: 100px;
460  --wpforms-background-color: rgba( 0, 0, 0, 0 );
461  --wpforms-background-url: none;
462  --wpforms-container-padding: 0px;
463  --wpforms-container-border-style: none;
464  --wpforms-container-border-width: 1px;
465  --wpforms-container-border-color: #000000;
466  --wpforms-container-border-radius: 3px;
467  --wpforms-field-size-input-height: 43px;
468  --wpforms-field-size-input-spacing: 15px;
469  --wpforms-field-size-font-size: 16px;
470  --wpforms-field-size-line-height: 19px;
471  --wpforms-field-size-padding-h: 14px;
472  --wpforms-field-size-checkbox-size: 16px;
473  --wpforms-field-size-sublabel-spacing: 5px;
474  --wpforms-field-size-icon-size: 1;
475  --wpforms-label-size-font-size: 16px;
476  --wpforms-label-size-line-height: 19px;
477  --wpforms-label-size-sublabel-font-size: 14px;
478  --wpforms-label-size-sublabel-line-height: 17px;
479  --wpforms-button-size-font-size: 17px;
480  --wpforms-button-size-height: 41px;
481  --wpforms-button-size-padding-h: 15px;
482  --wpforms-button-size-margin-top: 10px;
483  --wpforms-container-shadow-size-box-shadow: none;
484
485              }
486  </style>
487  <link rel='stylesheet' id='wpforms-pro-modern-full-css' href='https://treadathletics.com/wp-content/plugins/wpforms/assets/pro/css/frontend/modern/wpfo
```

```
488  <link rel='stylesheet' id='wpforms-lead-forms-css' href='https://treadathletics.com/wp-content/plugins/wpforms-lead-forms/assets/css/front.min.css?ver=
489  <link rel='stylesheet' id='font-awesome-5-all-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/all.min.cs
490  <link rel='stylesheet' id='font-awesome-4-shim-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/v4-shims.
491  <style id='akismet-widget-style-inline-css'>
492
493          .a-stats {
494              --akismet-color-mid-green: #357b49;
495              --akismet-color-white: #fff;
496              --akismet-color-light-grey: #f6f7f7;
497
498              max-width: 350px;
499              width: auto;
500          }
501
502          .a-stats * {
503              all: unset;
504              box-sizing: border-box;
505          }
506
507          .a-stats strong {
508              font-weight: 600;
509          }
510
511          .a-stats a.a-stats__link,
512          .a-stats a.a-stats__link:visited,
513          .a-stats a.a-stats__link:active {
514              background: var(--akismet-color-mid-green);
515              border: none;
516              box-shadow: none;
517              border-radius: 8px;
518              color: var(--akismet-color-white);
519              cursor: pointer;
520              display: block;
521              font-family: -apple-system, BlinkMacSystemFont, 'Segoe UI', 'Roboto', 'Oxygen-Sans', 'Ubuntu', 'Cantarell', 'Helvetica Neue', sans-seri
522              font-weight: 500;
523              padding: 12px;
524              text-align: center;
525              text-decoration: none;
526              transition: all 0.2s ease;
527          }
528
529          /* Extra specificity to deal with TwentyTwentyOne focus style */
530          .widget .a-stats a.a-stats__link:focus {
531              background: var(--akismet-color-mid-green);
532              color: var(--akismet-color-white);
533              text-decoration: none;
534          }
535
536          .a-stats a.a-stats__link:hover {
537              filter: brightness(110%);
538              box-shadow: 0 4px 12px rgba(0, 0, 0, 0.06), 0 0 2px rgba(0, 0, 0, 0.16);
539          }
540
541          .a-stats .count {
542              color: var(--akismet-color-white);
543              display: block;
544              font-size: 1.5em;
545              line-height: 1.4;
546              padding: 0 13px;
547              white-space: nowrap;
548          }
549
550  </style>
551  <link rel='stylesheet' id='shopwp-styles-public-cart-css' href='https://treadathletics.com/wp-content/plugins/shopwp-pro/dist/publicCart.css?ver=174006
552  <link rel='stylesheet' id='shopwp-styles-public-css' href='https://treadathletics.com/wp-content/plugins/shopwp-pro/dist/publicAll.css?ver=1740068721'
553  <link rel='stylesheet' id='eael-general-css' href='https://treadathletics.com/wp-content/plugins/essential-addons-for-elementor-lite/assets/front-end/c
554  <link rel='stylesheet' id='google-fonts-1-css' href='https://fonts.googleapis.com/css?family=Roboto%3A100%2C100italic%2C200%2C200italic%2C300%2C300ital
555  <link rel='stylesheet' id='elementor-icons-fa-brands-css' href='https://treadathletics.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/bra
556  <link rel="preconnect" href="https://fonts.gstatic.com/" crossorigin><script src="https://treadathletics.com/wp-content/plugins/google-analytics-premiu
557  <script data-cfasync="false" data-wpfc-render="false" id='monsterinsights-frontend-script-js-extra'>var monsterinsights_frontend = {"js_events_tracking
558  <script id="jquery-core-js-extra">
559  var pp = {"ajax_url":"https:\/\/treadathletics.com\/wp-admin\/admin-ajax.php"};
560  </script>
561  <script src="https://treadathletics.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1" id="jquery-core-js"></script>
562  <script src="https://treadathletics.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.4.1" id="jquery-migrate-js"></script>
563  <script id="nfd-wonder-blocks-utilities-js-after">
564  (()=>{var l=class{constructor({clientId:t,...n}={}){this.options={activeClass:"nfd-wb-animated-in",root:null,rootMargin:"0px",threshold:0,...n}}observe
565  </script>
566  <script src="https://treadathletics.com/wp-content/plugins/elementor/assets/lib/font-awesome/js/v4-shims.min.js?ver=3.27.6" id="font-awesome-4-shim-js'
567  <link rel="https://api.w.org/" href="https://treadathletics.com/wp-json/" /><link rel="alternate" title="JSON" type="application/json" href="https://tr
568  <meta name="generator" content="WordPress 6.7.2" />
569  <link rel='shortlink' href='https://treadathletics.com/?p=30308' />
570  <link rel="alternate" title="oEmbed (JSON)" type="application/json+oembed" href="https://treadathletics.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2F
571  <link rel="alternate" title="oEmbed (XML)" type="text/xml+oembed" href="https://treadathletics.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Ftreadathl
572
573          <script type="text/javascript">
574              window.rocketSplitTest = { 'config': { 'page': { 'base': { 'protocol': 'https://', 'host': 'treadathletics.com', 'path': '/' } } } };
575              window.rocketSplitTest.cookie = { };
576              window.rocketSplitTest.cookie.create = function (name, value, days) {
577                  var date = new Date();
578                  date.setTime(date.getTime() + (days * 24 * 60 * 60 * 1000));
579                  document.cookie = name + "=" + value + "; expires=" + date.toGMTString() + "; path=" + window.rocketSplitTest.config.page.base.path
580              };
581              window.rocketSplitTest.cookie.read = function (name) {
582                  var parts = ("; " + document.cookie).split("; " + name + "=");
583                  return (parts.length === 2) ? parts.pop().split(";").shift() : null;
584              };
585          </script>
```

```
586
587        <meta name="description" content="Let&#039;s dive into what made 2024 a year to remember, and what Tread has in store for 2025.">
588   <style type="text/css">:not(#tve) .ttfm1{font-family: 'PT Sans' !important;font-weight: 400 !important;}.ttfm1 input, .ttfm1 select, .ttfm1 textarea, .
589        <style>
590            .e-con.e-parent:nth-of-type(n+4):not(.e-lazyloaded):not(.e-no-lazyload),
591            .e-con.e-parent:nth-of-type(n+4):not(.e-lazyloaded):not(.e-no-lazyload) * {
592                background-image: none !important;
593            }
594            @media screen and (max-height: 1024px) {
595                .e-con.e-parent:nth-of-type(n+3):not(.e-lazyloaded):not(.e-no-lazyload),
596                .e-con.e-parent:nth-of-type(n+3):not(.e-lazyloaded):not(.e-no-lazyload) * {
597                    background-image: none !important;
598                }
599            }
600            @media screen and (max-height: 640px) {
601                .e-con.e-parent:nth-of-type(n+2):not(.e-lazyloaded):not(.e-no-lazyload),
602                .e-con.e-parent:nth-of-type(n+2):not(.e-lazyloaded):not(.e-no-lazyload) * {
603                    background-image: none !important;
604                }
605            }
606        </style>
607                    <meta name="theme-color" content="#FFFFFF">
608
609        <!-- MonsterInsights Form Tracking -->
610        <script data-cfasync="false" data-wpfc-render="false">
611            function monsterinsights_forms_record_impression(event) {
612                monsterinsights_add_bloom_forms_ids();
613                var monsterinsights_forms = document.getElementsByTagName("form");
614                var monsterinsights_forms_i;
615                for (monsterinsights_forms_i = 0; monsterinsights_forms_i < monsterinsights_forms.length; monsterinsights_forms_i++) {
616                    var monsterinsights_form_id = monsterinsights_forms[monsterinsights_forms_i].getAttribute("id");
617                    var skip_conversion = false;
618                    /* Check to see if it's contact form 7 if the id isn't set */
619                    if (!monsterinsights_form_id) {
620                        monsterinsights_form_id = monsterinsights_forms[monsterinsights_forms_i].parentElement.getAttribute("id");
621                        if (monsterinsights_form_id && monsterinsights_form_id.lastIndexOf('wpcf7-f', 0) === 0) {
622                            /* If so, let's grab that and set it to be the form's ID*/
623                            var tokens = monsterinsights_form_id.split('-').slice(0, 2);
624                            var result = tokens.join('-');
625                            monsterinsights_forms[monsterinsights_forms_i].setAttribute("id", result);/* Now we can do just what we did above */
626                            monsterinsights_form_id = monsterinsights_forms[monsterinsights_forms_i].getAttribute("id");
627                        } else {
628                            monsterinsights_form_id = false;
629                        }
630                    }
631
632                    /* Check if it's Ninja Forms & id isn't set. */
633                    if (!monsterinsights_form_id && monsterinsights_forms[monsterinsights_forms_i].parentElement.className.indexOf('nf-form-layout') >=
634                        monsterinsights_form_id = monsterinsights_forms[monsterinsights_forms_i].parentElement.parentElement.parentElement.getAttribute
635                        if (monsterinsights_form_id && 0 === monsterinsights_form_id.lastIndexOf('nf-form-', 0)) {
636                            /* If so, let's grab that and set it to be the form's ID*/
637                            tokens = monsterinsights_form_id.split('-').slice(0, 3);
638                            result = tokens.join('-');
639                            monsterinsights_forms[monsterinsights_forms_i].setAttribute('id', result);
640                            /* Now we can do just what we did above */
641                            monsterinsights_form_id = monsterinsights_forms[monsterinsights_forms_i].getAttribute('id');
642                            skip_conversion = true;
643                        }
644                    }
645
646                    if (monsterinsights_form_id && monsterinsights_form_id !== 'commentform' && monsterinsights_form_id !== 'adminbar-search') {
647                        __gtagTracker('event', 'impression', {
648                            event_category: 'form',
649                            event_label: monsterinsights_form_id,
650                            value: 1,
651                            non_interaction: true
652                        });
653
654                        /* If a WPForms Form, we can use custom tracking */
655                        if (monsterinsights_form_id && 0 === monsterinsights_form_id.lastIndexOf('wpforms-form-', 0)) {
656                            continue;
657                        }
658
659                        /* Formiddable Forms, use custom tracking */
660                        if (monsterinsights_forms_has_class(monsterinsights_forms[monsterinsights_forms_i], 'frm-show-form')) {
661                            continue;
662                        }
663
664                        /* If a Gravity Form, we can use custom tracking */
665                        if (monsterinsights_form_id && 0 === monsterinsights_form_id.lastIndexOf('gform_', 0)) {
666                            continue;
667                        }
668
669                        /* If Ninja forms, we use custom conversion tracking */
670                        if (skip_conversion) {
671                            continue;
672                        }
673
674                        var custom_conversion_mi_forms = false;
675                        if (custom_conversion_mi_forms) {
676                            continue;
677                        }
678
679                        if (window.jQuery) {
680                            (function (form_id) {
681                                jQuery(document).ready(function () {
682                                    jQuery('#' + form_id).on('submit', monsterinsights_forms_record_conversion);
683                                });
```

```
684                    })(monsterinsights_form_id);
685                } else {
686                    var __gaFormsTrackerWindow = window;
687                    if (__gaFormsTrackerWindow.addEventListener) {
688                        document.getElementById(monsterinsights_form_id).addEventListener("submit", monsterinsights_forms_record_conversion, fa
689                    } else {
690                        if (__gaFormsTrackerWindow.attachEvent) {
691                            document.getElementById(monsterinsights_form_id).attachEvent("onsubmit", monsterinsights_forms_record_conversion);
692                        }
693                    }
694                }

696            } else {
697                continue;
698            }
699        }
700    }

702    function monsterinsights_forms_has_class(element, className) {
703        return (' ' + element.className + ' ').indexOf(' ' + className + ' ') > -1;
704    }

706    function monsterinsights_forms_record_conversion(event) {
707        var monsterinsights_form_conversion_id = event.target.id;
708        var monsterinsights_form_action = event.target.getAttribute("miforms-action");
709        if (monsterinsights_form_conversion_id && !monsterinsights_form_action) {
710            document.getElementById(monsterinsights_form_conversion_id).setAttribute("miforms-action", "submitted");
711            __gtagTracker('event', 'conversion', {
712                event_category: 'form',
713                event_label: monsterinsights_form_conversion_id,
714                value: 1,
715            });
716        }
717    }

719    /* Attach the events to all clicks in the document after page and GA has loaded */
720    function monsterinsights_forms_load() {
721        if (typeof (__gtagTracker) !== 'undefined' && __gtagTracker) {
722            var __gtagFormsTrackerWindow = window;
723            if (__gtagFormsTrackerWindow.addEventListener) {
724                __gtagFormsTrackerWindow.addEventListener("load", monsterinsights_forms_record_impression, false);
725            } else {
726                if (__gtagFormsTrackerWindow.attachEvent) {
727                    __gtagFormsTrackerWindow.attachEvent("onload", monsterinsights_forms_record_impression);
728                }
729            }
730        } else {
731            setTimeout(monsterinsights_forms_load, 200);
732        }
733    }

735    /* Custom Ninja Forms impression tracking */
736    if (window.jQuery) {
737        jQuery(document).on('nfFormReady', function (e, layoutView) {
738            var label = layoutView.el;
739            label = label.substring(1, label.length);
740            label = label.split('-').slice(0, 3).join('-');
741            __gtagTracker('event', 'impression', {
742                event_category: 'form',
743                event_label: label,
744                value: 1,
745                non_interaction: true
746            });
747        });
748    }

750    /* Custom Bloom Form tracker */
751    function monsterinsights_add_bloom_forms_ids() {
752        var bloom_forms = document.querySelectorAll('.et_bloom_form_content form');
753        if (bloom_forms.length > 0) {
754            for (var i = 0; i < bloom_forms.length; i++) {
755                if ('' === bloom_forms[i].id) {
756                    var form_parent_root = monsterinsights_find_parent_with_class(bloom_forms[i], 'et_bloom_optin');
757                    if (form_parent_root) {
758                        var classes = form_parent_root.className.split(' ');
759                        for (var j = 0; j < classes.length; ++j) {
760                            if (0 === classes[j].indexOf('et_bloom_optin')) {
761                                bloom_forms[i].id = classes[j];
762                            }
763                        }
764                    }
765                }
766            }
767        }
768    }

770    function monsterinsights_find_parent_with_class(element, className) {
771        if (element.parentNode && '' !== className) {
772            if (element.parentNode.className.indexOf(className) >= 0) {
773                return element.parentNode;
774            } else {
775                return monsterinsights_find_parent_with_class(element.parentNode, className);
776            }
777        }
778        return false;
779    }

781    monsterinsights_forms_load();
```

```
782        </script>
783        <!-- End MonsterInsights Form Tracking -->
784
785  <style type="text/css" id="thrive-default-styles"></style><link rel="icon" href="https://treadathletics.com/wp-content/uploads/2020/11/cropped-Square-l
786  <link rel="icon" href="https://treadathletics.com/wp-content/uploads/2020/11/cropped-Square-logo-192x192.png" sizes="192x192" />
787  <link rel="apple-touch-icon" href="https://treadathletics.com/wp-content/uploads/2020/11/cropped-Square-logo-180x180.png" />
788  <meta name="msapplication-TileImage" content="https://treadathletics.com/wp-content/uploads/2020/11/cropped-Square-logo-270x270.png" />
789        <style id="wp-custom-css">
790            /* Style the Categories Widget in the Sidebar */
791  .widget_categories {
792      background-color: #f9f9f9; /* Light background for the widget */
793      padding: 20px;
794      border-radius: 8px;
795      box-shadow: 0 2px 4px rgba(0, 0, 0, 0.1);
796  }
797
798  /* Style each category item */
799  .widget_categories ul {
800      list-style: none;
801      padding: 0;
802      margin: 0;
803  }
804
805  .widget_categories li {
806      padding: 10px;
807      border-bottom: 1px solid #ddd; /* Light border between items */
808  }
809
810  .widget_categories li:last-child {
811      border-bottom: none; /* Remove border from the last item */
812  }
813
814  /* Style the category links */
815  .widget_categories a {
816      color: #333; /* Dark text color */
817      text-decoration: none;
818      font-weight: 600;
819  }
820
821  .widget_categories a:hover {
822      color: #0073e6; /* Highlight color on hover */
823  }
824
825  /* Style for category count */
826  .widget_categories .count {
827      font-size: 0.85em;
828      color: #999; /* Lighter color for post count */
829  }
830        </style>
831        <!-- Google Tag Manager -->
832  <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
833  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
834  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
835  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
836  })(window,document,'script','dataLayer','GTM-NN72HPRT');</script>
837  <!-- End Google Tag Manager -->
838
839  <!-- Begin Linktree conversion tracking code -->
840  <script>
841  (function (l, i, n, k, t, r, ee) {
842    l[t] = l[t] || function () { (l[t].q = l[t].q || []).push(arguments) },
843    l[t].l = 1 * new Date(); r = i.createElement(n); ee = i.getElementsByTagName(n)[0];
844    r.async = 1; r.src = k; ee.parentNode.insertBefore(r, ee)
845  })
846  (window, document, 'script', 'https://assets.production.linktr.ee/ltpixel/ltpix.min.js?t=' + 864e5*Math.ceil(new Date/864e5), 'lti')
847  </script>
848  <script>
849    lti('init', 'LTU-bb4f3301-8116-4f74-8fc2-1981c7419d2b')
850    lti('pageloaded')
851  </script>
852  <!-- End Linktree conversion tracking code -->
853
854  </head>
855  <body class="post-template-default single single-post postid-30308 single-format-standard wp-custom-logo wp-embed-responsive shopwp elementor-default e
856
857
858  <a class="skip-link screen-reader-text" href="#content">Skip to content</a>
859
860        <div data-elementor-type="header" data-elementor-id="8097" class="elementor elementor-8097 elementor-location-header" data-elementor-post-type
861            <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-top-section elemento
862                <div class="elementor-container elementor-column-gap-no">
863                <div class="elementor-column elementor-col-50 elementor-top-column elementor-element elementor-element-7b08b7e1" data-id="7b08b7e1"
864        <div class="elementor-widget-wrap elementor-element-populated">
865                <div class="elementor-element elementor-element-5493dfbc logo elementor-widget elementor-widget-theme-site-logo elementor-widge
866            <div class="elementor-widget-container">
867                        <a href="https://treadathletics.com">
868        <img loading="lazy" width="1706" height="397" src="https://treadathletics.com/wp-content/uploads/2020/03/Tread-Athletics-copy.png" class="a
869                        </div>
870        </div>
871            </div>
872        </div>
873            <div class="elementor-column elementor-col-50 elementor-top-column elementor-element elementor-element-183a8055" data-id="183a8055" dat
874        <div class="elementor-widget-wrap elementor-element-populated">
875            <div class="elementor-element elementor-element-765810b elementor-nav-menu__align-end elementor-nav-menu--stretch elementor-nav
876        <div class="elementor-widget-container">
877                <nav aria-label="Menu" class="elementor-nav-menu--main elementor-nav-menu__container elementor-nav-menu--layout-horizon
878            <ul id="menu-1-765810b" class="elementor-nav-menu"><li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-16214"
879  <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-4318"><a href="https://treadathletics.com/featured-stories/" class="eleme
```

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880   <li class="menu-item menu-item-type-custom menu-item-object-custom menu-item-has-children menu-item-23956"><a href="https://treadathletics.com/coaching
881   <ul class="sub-menu elementor-nav-menu--dropdown">
882       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-8125"><a href="https://treadathletics.com/coaching/" class="elementor
883       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-20182"><a href="https://treadathletics.com/in-house-training/" class=
884       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25299"><a href="https://treadathletics.com/catchers/" class="elemento
885   </ul>
886   </li>
887   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-33718"><a href="https://treadathletics.com/downloa
888   <ul class="sub-menu elementor-nav-menu--dropdown">
889       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-26902"><a href="https://treadathletics.com/downloads/" class="element
890       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11694"><a href="https://treadathletics.com/our-team/" class="elemento
891       <li class="menu-item menu-item-type-post_type menu-item-object-page current_page_parent menu-item-11695"><a href="https://treadathletics.com/posts,
892       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25194"><a href="https://treadathletics.com/product-shop/" class="eler
893   </ul>
894   </li>
895   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-20439"><a href="https://treadathletics.com/careers
896   <ul class="sub-menu elementor-nav-menu--dropdown">
897       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-22337"><a href="https://treadathletics.com/careers/" class="elementor
898       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-21166"><a href="https://treadathletics.com/internships/" class="eleme
899   </ul>
900   </li>
901   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11698"><a href="https://treadathletics.com/contact-us/" class="elementor-
902   </ul>            </nav>
903                       <div class="elementor-menu-toggle" role="button" tabindex="0" aria-label="Menu Toggle" aria-expanded="false">
904           <i aria-hidden="true" role="presentation" class="elementor-menu-toggle__icon--open eicon-menu-bar"></i><i aria-hidden="true" role="presenta
905                       <nav class="elementor-nav-menu--dropdown elementor-nav-menu__container" aria-hidden="true">
906                       <ul id="menu-2-765810b" class="elementor-nav-menu"><li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-16214"
907   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-4318"><a href="https://treadathletics.com/featured-stories/" class="eleme
908   <li class="menu-item menu-item-type-custom menu-item-object-custom menu-item-has-children menu-item-23956"><a href="https://treadathletics.com/coaching
909   <ul class="sub-menu elementor-nav-menu--dropdown">
910       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-8125"><a href="https://treadathletics.com/coaching/" class="elementor
911       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-20182"><a href="https://treadathletics.com/in-house-training/" class=
912       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25299"><a href="https://treadathletics.com/catchers/" class="elemento
913   </ul>
914   </li>
915   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-33718"><a href="https://treadathletics.com/downloa
916   <ul class="sub-menu elementor-nav-menu--dropdown">
917       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-26902"><a href="https://treadathletics.com/downloads/" class="element
918       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11694"><a href="https://treadathletics.com/our-team/" class="elemento
919       <li class="menu-item menu-item-type-post_type menu-item-object-page current_page_parent menu-item-11695"><a href="https://treadathletics.com/posts,
920       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25194"><a href="https://treadathletics.com/product-shop/" class="eler
921   </ul>
922   </li>
923   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-20439"><a href="https://treadathletics.com/careers
924   <ul class="sub-menu elementor-nav-menu--dropdown">
925       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-22337"><a href="https://treadathletics.com/careers/" class="elementor
926       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-21166"><a href="https://treadathletics.com/internships/" class="eleme
927   </ul>
928   </li>
929   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11698"><a href="https://treadathletics.com/contact-us/" class="elementor-
930   </ul>            </nav>
931                           </div>
932                   </div>
933                       </div>
934           </div>
935                       </div>
936           </section>
937                   <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-top-section elementor-el
938                       <div class="elementor-container elementor-column-gap-no">
939                       <div class="elementor-column elementor-col-33 elementor-top-column elementor-element elementor-element-e59285d" data-id="e59285d"
940           <div class="elementor-widget-wrap elementor-element-populated">
941                       <div class="elementor-element elementor-element-6e36a6b logo elementor-widget elementor-widget-theme-site-logo elementor-widget
942           <div class="elementor-widget-container">
943                           <a href="https://treadathletics.com">
944           <img loading="lazy" width="1706" height="397" src="https://treadathletics.com/wp-content/uploads/2020/03/Tread-Athletics-copy.png" class="
945                           </div>
946           </div>
947               </div>
948       </div>
949                       <div class="elementor-column elementor-col-33 elementor-top-column elementor-element elementor-element-2fe1898" data-id="2fe1898" data-
950           <div class="elementor-widget-wrap">
951                       </div>
952       </div>
953                       <div class="elementor-column elementor-col-33 elementor-top-column elementor-element elementor-element-38308ba" data-id="38308ba" data-
954           <div class="elementor-widget-wrap elementor-element-populated">
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956           <div class="elementor-widget-container">
957                           <nav aria-label="Menu" class="elementor-nav-menu--main elementor-nav-menu__container elementor-nav-menu--layout-horizon
958           <ul id="menu-1-6b6b8c0" class="elementor-nav-menu"><li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-16214"
959   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-4318"><a href="https://treadathletics.com/featured-stories/" class="eleme
960   <li class="menu-item menu-item-type-custom menu-item-object-custom menu-item-has-children menu-item-23956"><a href="https://treadathletics.com/coaching
961   <ul class="sub-menu elementor-nav-menu--dropdown">
962       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-8125"><a href="https://treadathletics.com/coaching/" class="elementor
963       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-20182"><a href="https://treadathletics.com/in-house-training/" class=
964       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25299"><a href="https://treadathletics.com/catchers/" class="elemento
965   </ul>
966   </li>
967   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-33718"><a href="https://treadathletics.com/downloa
968   <ul class="sub-menu elementor-nav-menu--dropdown">
969       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-26902"><a href="https://treadathletics.com/downloads/" class="element
970       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11694"><a href="https://treadathletics.com/our-team/" class="elemento
971       <li class="menu-item menu-item-type-post_type menu-item-object-page current_page_parent menu-item-11695"><a href="https://treadathletics.com/posts,
972       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25194"><a href="https://treadathletics.com/product-shop/" class="eler
973   </ul>
974   </li>
975   <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-20439"><a href="https://treadathletics.com/careers
976   <ul class="sub-menu elementor-nav-menu--dropdown">
977       <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-22337"><a href="https://treadathletics.com/careers/" class="elementor
```

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978              <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-21166"><a href="https://treadathletics.com/internships/" class="eleme
979  </ul>
980  </li>
981  <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11698"><a href="https://treadathletics.com/contact-us/" class="elementor-
982  </ul>              </nav>
983                          <div class="elementor-menu-toggle" role="button" tabindex="0" aria-label="Menu Toggle" aria-expanded="false">
984              <i aria-hidden="true" role="presentation" class="elementor-menu-toggle__icon--open eicon-menu-bar"></i><i aria-hidden="true" role="presenta
985                          <nav class="elementor-nav-menu--dropdown elementor-nav-menu__container" aria-hidden="true">
986                          <ul id="menu-2-6b6b8c0" class="elementor-nav-menu"><li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-16214"
987  <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-4318"><a href="https://treadathletics.com/featured-stories/" class="eleme
988  <li class="menu-item menu-item-type-custom menu-item-object-custom menu-item-has-children menu-item-23956"><a href="https://treadathletics.com/coaching
989  <ul class="sub-menu elementor-nav-menu--dropdown">
990      <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-8125"><a href="https://treadathletics.com/coaching/" class="elementor
991      <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-20182"><a href="https://treadathletics.com/in-house-training/" class=
992      <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25299"><a href="https://treadathletics.com/catchers/" class="elemento
993  </ul>
994  </li>
995  <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-33718"><a href="https://treadathletics.com/downloa
996  <ul class="sub-menu elementor-nav-menu--dropdown">
997      <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-26902"><a href="https://treadathletics.com/downloads/" class="element
998      <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11694"><a href="https://treadathletics.com/our-team/" class="elemento
999      <li class="menu-item menu-item-type-post_type menu-item-object-page current_page_parent menu-item-11695"><a href="https://treadathletics.com/posts/
1000     <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-25194"><a href="https://treadathletics.com/product-shop/" class="eler
1001 </ul>
1002 </li>
1003 <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-has-children menu-item-20439"><a href="https://treadathletics.com/careers
1004 <ul class="sub-menu elementor-nav-menu--dropdown">
1005     <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-22337"><a href="https://treadathletics.com/careers/" class="elementor
1006     <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-21166"><a href="https://treadathletics.com/internships/" class="eleme
1007 </ul>
1008 </li>
1009 <li class="menu-item menu-item-type-post_type menu-item-object-page menu-item-11698"><a href="https://treadathletics.com/contact-us/" class="elementor-
1010 </ul>              </nav>
1011                          </div>
1012                      </div>
1013                  </div>
1014          </div>
1015                  </div>
1016          </section>
1017              </div>
1018              <div data-elementor-type="single" data-elementor-id="7358" class="elementor elementor-7358 elementor-location-single post-30308 post ty
1019                  <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-top-section elemento
1020                  <div class="elementor-container elementor-column-gap-default">
1021                  <div class="elementor-column elementor-col-100 elementor-top-column elementor-element elementor-element-b1fefe3" data-id="b1fefe3"
1022          <div class="elementor-widget-wrap elementor-element-populated">
1023                  <div class="elementor-element elementor-element-c4ec4e8 elementor-widget-divider--view-line elementor-widget elementor-widget-d
1024          <div class="elementor-widget-container">
1025                  <div class="elementor-divider">
1026          <span class="elementor-divider-separator">
1027                  </span>
1028          </div>
1029                  </div>
1030          </div>
1031          <div class="elementor-element elementor-element-1dbcf0d elementor-widget elementor-widget-theme-post-title elementor-page-title element
1032          <div class="elementor-widget-container">
1033              <h1 class="elementor-heading-title elementor-size-default">2024 Year In Review</h1>              </div>
1034          </div>
1035          <div class="elementor-element elementor-element-71d4f70f elementor-widget elementor-widget-theme-post-featured-image elementor-widget-i
1036          <div class="elementor-widget-container">
1037                              <img loading="lazy" width="1280" height="720" src="https://treadathletics.com/wp-content/up
1038          </div>
1039          <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-inner-section elementor-
1040          <div class="elementor-container elementor-column-gap-default">
1041          <div class="elementor-column elementor-col-50 elementor-inner-column elementor-element elementor-element-bed069c" data-id="bed069c"
1042          <div class="elementor-widget-wrap elementor-element-populated">
1043                  <div class="elementor-element elementor-element-d71a6c8 elementor-align-left elementor-widget elementor-widget-post-info" data-
1044          <div class="elementor-widget-container">
1045                  <ul class="elementor-inline-items elementor-icon-list-items elementor-post-info">
1046                      <li class="elementor-icon-list-item elementor-repeater-item-8939f57 elementor-inline-item" itemprop="author">
1047              <a href="https://treadathletics.com/author/bbrewster51gmail-com/">
1048                          <span class="elementor-icon-list-icon">
1049                  <img class="elementor-avatar" src="https://secure.gravatar.com/avatar/df3910b53cf3a174d2390657aa65b815?s=96&amp;d=mm&am
1050                      </span>
1051                  <span class="elementor-icon-list-text elementor-post-info__item elementor-post-info__item--type-author">
1052                  <span class="elementor-post-info__item-prefix">By</span>
1053                      Ben Brewster                  </span>
1054                  </a>
1055          </li>
1056          <li class="elementor-icon-list-item elementor-repeater-item-c7248a6 elementor-inline-item" itemprop="datePublished">
1057                  <a href="https://treadathletics.com/2024/12/31/">
1058                              <span class="elementor-icon-list-text elementor-post-info__item elementor-post-info__item--type
1059                  <time>December 31, 2024</time>                  </span>
1060                  </a>
1061          </li>
1062          </ul>
1063                  </div>
1064          </div>
1065                  </div>
1066          </div>
1067                  <div class="elementor-column elementor-col-50 elementor-inner-column elementor-element elementor-element-7a5a626" data-id="7a5a626" da
1068          <div class="elementor-widget-wrap elementor-element-populated">
1069                  <div class="elementor-element elementor-element-b37d2b2 e-grid-align-right e-grid-align-mobile-center elementor-hidden-mobile e
1070          <div class="elementor-widget-container">
1071                  <div class="elementor-social-icons-wrapper elementor-grid">
1072                  <span class="elementor-grid-item">
1073          <a class="elementor-icon elementor-social-icon elementor-social-icon-twitter elementor-repeater-item-dde51cd" href="http://www.twi
1074                  <span class="elementor-screen-only">Twitter</span>
1075                  <i class="fab fa-twitter"></i>                  </a>
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1076                            </span>
1077                                <span class="elementor-grid-item">
1078                        <a class="elementor-icon elementor-social-icon elementor-social-icon-youtube elementor-repeater-item-65f8637" href="https://www.you
1079                            <span class="elementor-screen-only">Youtube</span>
1080                            <i class="fab fa-youtube"></i>                </a>
1081                        </span>
1082                                <span class="elementor-grid-item">
1083                        <a class="elementor-icon elementor-social-icon elementor-social-icon-instagram elementor-repeater-item-28a47d5" href="https://www.
1084                            <span class="elementor-screen-only">Instagram</span>
1085                            <i class="fab fa-instagram"></i>                </a>
1086                        </span>
1087                            </div>
1088                                </div>
1089                        </div>
1090                            </div>
1091            </div>
1092                            </div>
1093            </section>
1094                    <div class="elementor-element elementor-element-71c00ba elementor-widget-divider--view-line elementor-widget elementor-widget-divider"
1095                    <div class="elementor-widget-container">
1096                            <div class="elementor-divider">
1097            <span class="elementor-divider-separator">
1098                            </span>
1099            </div>
1100                            </div>
1101                        </div>
1102                    <div class="elementor-element elementor-element-1c68b52a elementor-widget elementor-widget-theme-post-content" data-id="1c68b52a" data-
1103                    <div class="elementor-widget-container">
1104
1105 <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1106
1107
1108
1109 <p class="has-text-align-center">&#8220;<em>Never doubt that a small group of thoughtful, committed people can change the world; indeed, it&#8217;s the
1110
1111
1112
1113 <p class=""></p>
1114
1115
1116
1117 <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1118
1119
1120
1121 <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio">2024 was arguably Tread&#8217;s best year yet.</p>
1122
1123
1124
1125 <p class="">Tons more pitchers signed &amp; drafted, despite the ever increasingly competitive landscape.</p>
1126
1127
1128
1129 <p class="">College commitments galore, and <em>dozens</em> of incredibly smart and talented people who joined our team from every corner of the countr
1130
1131
1132
1133 <p class="">Let&#8217;s dive into what made 2024 a year to remember, and what Tread has in store for 2025.</p>
1134
1135
1136
1137 <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1138
1139
1140
1141 <h2 class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-heading">1. We added another 41 members to the Tread team 🎉</h2>
1142
1143
1144
1145 <p style="line-height:1.5" class="">In 2023, we added 14 members to the Tread team.</p>
1146
1147
1148
1149 <p style="line-height:1.5" class="">This past year, we decided to go ahead and flip that number around, adding 41 new and talented members.</p>
1150
1151
1152
1153 <p style="line-height:1.5" class="">With almost every hire relocating away from home to come join our team in Charlotte, we don&#8217;t take their deci
1154
1155
1156
1157 <p style="line-height:1.5" class="">These new members include:</p>
1158
1159
1160
1161 <ul class="wp-block-list">
1162 <li style="line-height:1.5" class=""><strong>30 Performance Coaches</strong>: (<a href="https://treadathletics.com/our-team">Angus Adams</a>, <a href="
1163
1164
1165
1166 <li style="line-height:1.5" class=""><strong>3 Data Analysts</strong>: (<a href="https://treadathletics.com/our-team">Evan Borberg</a>, <a href="https
1167
1168
1169
1170 <li style="line-height:1.5" class=""><strong>4 Content Specialists</strong>: (<a href="https://treadathletics.com/our-team">Rob Dixon</a>, <a href="ht
1171
1172
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1173
1174  <li style="line-height:1.5" class=""><strong>1 Content Marketing Manager</strong>: <a href="https://treadathletics.com/our-team">Ben Brown</a>, joining
1175
1176
1177
1178  <li style="line-height:1.5" class=""><strong>1 Lead Biomechanist</strong>: <a href="https://treadathletics.com/our-team">Courtney Semkewyc, PhD</a>.</
1179
1180
1181
1182  <li style="line-height:1.5" class="">Plus, a Facilities Manager (<a href="https://treadathletics.com/our-team">Hunter Hoopes</a>) and Executive Assista
1183  </ul>
1184
1185
1186
1187  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1188
1189
1190
1191  <figure class="wp-block-image aligncenter size-full"><a href="https://treadathletics.com/wp-content/uploads/2024/12/12.17.24_TreadTeamPhoto-scaled.jpg"
1192
1193
1194
1195  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1196
1197
1198
1199  <p style="line-height:1.5" class="">A few honorable mentions:</p>
1200
1201
1202
1203  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1204
1205
1206
1207  <h4 class="wp-block-heading">From Pro Ball to Tread</h4>
1208
1209
1210
1211  <p style="line-height:1.5" class="">Quite a few of our coaches have now made the jump <em>from</em> coaching in pro baseball to Tread, including <a hre
1212
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1214
1215  <p style="line-height:1.5" class="">The feedback we have gotten is that this is a result of:</p>
1216
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1219  <ul class="wp-block-list">
1220  <li style="line-height:1.5" class="">Increased coaching autonomy</li>
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1223
1224  <li style="line-height:1.5" class="">The ability to impact large numbers of athletes at scale</li>
1225
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1228  <li style="line-height:1.5" class="">The ability to continue to be around elite-level talent &amp; work with state-of-the-art tech</li>
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1231
1232  <li style="line-height:1.5" class="">Increased compensation &amp; growth potential</li>
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1235
1236  <li style="line-height:1.5" class="">Limited travel requirements and more stable daily and weekly schedules</li>
1237  </ul>
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1240
1241  <p class=""></p>
1242
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1244
1245  <p style="line-height:1.5" class="">We&#8217;re working hard to continue making Tread an even better place to work where coaches can build mid to long-
1246
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1249  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1251
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1253  <h4 class="wp-block-heading">From All Corners of Baseball</h4>
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1257  <p style="line-height:1.5" class="">Both Declan Morrissey and Ethan Dyer joined us after starting their coaching careers at Cressey Sports Performance,
1258
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1261  <p style="line-height:1.5" class="">We have continued to add bilingual coaches to better serve the Latin community (<a href="https://treadathletics.com
1262
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1264
1265  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1266
1267
1268
1269  <h4 class="wp-block-heading">Breaking the Internet &#8211; Hunter Hoopes</h4>
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1273  <p style="line-height:1.5" class=""><a href="https://treadathletics.com/our-team">Hunter Hoopes</a> was hired as a Performance Coach, but 2 weeks afte
1274
1275
1276
1277  <p style="line-height:1.5" class="">Needless to say, he <a href="https://www.instagram.com/p/C9a3Cdzv3Tp/?utm_source=ig_web_copy_link">signed a minor
1278
1279
1280
1281  <p style="line-height:1.5" class="">He was shifted to a part-time Facilities Manager for the offseason as his playing career continues this Spring. </
1282
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1285  <p style="line-height:1.5" class="">You could say that the video of this bullpen went viral. Here it is if you missed it:</p>
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1289  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1293  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-
1294  <iframe title="Pitching Coach Throws 100+ MPH" width="800" height="450" src="https://www.youtube.com/embed/0vOfhgoj1Kk?feature=oembed" frameborder="0"
1295  </div></figure>
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1299  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1300
1301
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1303  <p class="">In all, the team is now eclipsing 75 members &#8211; and we&#8217;re excited about the extremely impressive level of talent relocating to C
1304
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1307  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1311  <h2 class="wp-block-heading">2. Tread Rehab: A Huge Success 🩼</h2>
1312
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1315  <figure class="wp-block-image aligncenter size-large"><a href="https://treadathletics.com/wp-content/uploads/2024/08/Real-Time-UCL-Imaging-scaled.jpg">
1316
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1319  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1323  <p style="line-height:1.5" class="">Last year, <a href="https://treadathletics.com/our-team">Dr. James Werner</a> joined us as our Director of Rehab he
1324
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1326
1327  <p style="line-height:1.5" class="">He&#8217;s had his plate full, serving as a <strong>point of contact for both in-house and remote athletes</strong
1328
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1331  <p style="line-height:1.5" class="">Dr. Werner&#8217;s <strong>one-on-one sessions have remained 100% included with our training and in-house fees</str
1332
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1335  <p style="line-height:1.5" class="">We also invested in additional tools that will allow us to level up rehab within the baseball world.</p>
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1339  <p style="line-height:1.5" class="">Specifically, we added a Diagnostic Ultrasound, allowing us to get real-time, dynamic imaging and functional measu
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1343  <p style="line-height:1.5" class="">Not only have we begun using it to monitor athletes&#8217; UCL health and function, but here&#8217;s a cool case st
1344
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1347  <p style="line-height:1.5" class="">Check that out here:</p>
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1351  <figure class="wp-block-embed aligncenter is-type-rich is-provider-twitter wp-block-embed-twitter"><div class="wp-block-embed__wrapper">
1352  <blockquote class="twitter-tweet" data-width="550" data-dnt="true"><p lang="en" dir="ltr">Phenomenal example of how musculoskeletal ultrasound (MSK) ca
1353  </div></figure>
1354
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1356
1357  <p style="line-height:1.5" class="">If you&#8217;re interested in rehabbing with Tread, contact us <a href="https://treadathletics.com/contact-us/">he
1358
1359
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1361  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1365  <h2 class="wp-block-heading">3. Show Me The Data</h2>
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1369  <p style="line-height:1.5" class="">In 2023, we purchased and set up a Biomechanics Lab and got to work collecting data.</p>
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1373  <p style="line-height:1.5" class="">This year, we added a key piece in <a href="https://treadathletics.com/our-team">Courtney Semkewyc, PhD</a>, who is
1374
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1377  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1381  <figure class="wp-block-image aligncenter size-full"><a href="https://treadathletics.com/wp-content/uploads/2024/08/Analysis-From-Our-Team-scaled.jpg":
1382
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1385  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1386
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1389  <p style="line-height:1.5" class="">We also added Mound Force Plates to our Pitching Lab to assess ground forces in the delivery, weight room Force Pla
1390
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1393  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1397  <figure class="wp-block-image aligncenter size-full"><a href="https://treadathletics.com/wp-content/uploads/2024/08/Strength-Force-Plate-Testing-scaled
1398
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1401  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1402
1403
1404
1405  <h4 class="wp-block-heading">Why Does All This Data Matter?</h4>
1406
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1408
1409  <p style="line-height:1.5" class="">As we continue to collect 1000&#8217;s of unique Motion Capture sessions per year and pair this with relevant perfo
1410
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1413  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1414
1415
1416
1417  <figure class="wp-block-image aligncenter size-full is-resized"><a href="https://treadathletics.com/wp-content/uploads/2024/08/Skeleton-ezgif.com-video
1418
1419
1420
1421  <p style="line-height:1.5" class="">I discussed <a href="https://x.com/TreadAthletics/status/1779883679424127409">my thoughts on MLB Elbow Injuries</a
1422
1423
1424
1425  <p style="line-height:1.5" class="">One of my conclusions was that we simply need more data &#8211; and lots of it &#8211; to better understand as an i
1426
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1429  <p style="line-height:1.5" class="">Expect this data set &#8211; and the insights we will be able to derive from it &#8211; to have massive implicatior
1430
1431
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1433  <p style="line-height:1.5" class="">As the game works to continue increasing player performance—while also limiting arm injuries—Tread expects to remai
1434
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1437  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1438
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1440
1441  <h2 class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-heading">4. 14 pitchers drafted, 48 free agent signs, 8 debuts &amp; 3 All-Stars</h2
1442
1443
1444
1445  <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio" style="line-height:1.5">In 2023, <a href="https://docs.google.com/spreadsheets/d/1qXUovfeJT2CxFsuo4
1446
1447
1448
1449  <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio" style="line-height:1.5">We managed to match or eclipse all of these in 2024 &#8211; just barely, as
1450
1451
1452
1453  <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio" style="line-height:1.5">Debuts included Ben Casparius (Dodgers), Spencer Bivens (Giants), Gordon Gr
1454
1455
1456
1457  <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio" style="line-height:1.5">We also had 3 World Series Champs in Ben Casparius &amp; Landon Knack, both
1458
1459
1460
1461  <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio" style="line-height:1.5">If you don&#8217;t think a lot can happen in 12 months, just ask these guys
1462
1463
1464
1465  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1466
1467
1469  <figure class="wp-block-image size-large"><a href="https://treadathletics.com/wp-content/uploads/2024/12/GbQCwH1WYAA7TWq.jpeg"><img loading="lazy" loa
1470
1472
1473  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1474
1476
1477  <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio" style="line-height:1.5">Notably, <a href="https://x.com/DannyVietti/status/1807544280334082386">Spo
1478
1480
1481  <p class="wp-embed-aspect-16-9 wp-has-aspect-ratio" style="line-height:1.5">After going undrafted and bouncing around Europe and Indy leagues for 4 yea
1482
1484
1485  <p style="line-height:1.5" class="">Here he is describing what his first big league start meant to him, in which he struck Shohei Ohtani out&#8230;twid
1486
1488
1489  <figure class="wp-block-embed aligncenter is-type-rich is-provider-twitter wp-block-embed-twitter"><div class="wp-block-embed__wrapper">
1490  <blockquote class="twitter-tweet" data-width="550" data-dnt="true"><p lang="en" dir="ltr">&quot;I was not a prospect of any kind&#8230;that was such a
1491  </div></figure>
1492
1494
1495  <p style="line-height:1.5" class="">In addition to these MLB Debuts, we also had <strong>3 remote athletes selected as All-Stars &#8211; Cole Ragans, 1
1496
1498
1499  <p style="line-height:1.5" class="">Since starting with Tread:</p>
1500
1502
1503  <ul class="wp-block-list">
1504  <li class="">Holmes has accumulated +5 WAR (valued at ~$30 million)</li>
1505
1507
1508  <li class="">Ragans is up from 92-94 to topping 101 mph &amp; +5.3 WAR (~$32m)</li>
1509
1511
1512  <li class="">Scott has recorded a 2.02 ERA &amp; +6.2 WAR (~$37m)</li>
1513  </ul>
1514
1516
1517  <p class=""></p>
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1520
1521  <p style="line-height:1.5" class="">Before Tread, the three had a combined 0.1 career Wins Above Replacement (WAR), meaning they had been performing li
1522
1524
1525  <p style="line-height:1.5" class="">After Tread, <strong>they have combined for +16.9 WAR, a cumulative estimated value in free agency of $99 million.<
1526
1528
1529  <p style="line-height:1.5" class="">Pitching development is cool.</p>
1530
1532
1533  <p style="line-height:1.5" class="">(Clay Holmes just signed a <a href="https://www.mlb.com/news/clay-holmes-introduced-by-the-mets">3-year, $38 milli
1534
1536
1537  <figure class="wp-block-embed aligncenter is-type-rich is-provider-twitter wp-block-embed-twitter"><div class="wp-block-embed__wrapper">
1538  <blockquote class="twitter-tweet" data-width="550" data-dnt="true"><p lang="en" dir="ltr">In 2020, Clay Holmes emailed us with a 5.91 ERA &amp; -0.9 ca
1539  </div><figcaption class="wp-element-caption">Holmes, Scott &amp; Ragans raised their cumulative value by ~$99 million since joining Tread.</figcaption:
1540
1542
1543  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1544
1546
1547  <h2 class="wp-block-heading">5. Many (Many) More Athlete Transformations</h2>
1548
1550
1551  <p style="line-height:1.5" class="">While there are too many to recount here, we post weekly stories on our social media throughout the year. </p>
1552
1554
1555  <p style="line-height:1.5" class="">Here are a few that stand out:</p>
1556
1558
1559  <ul class="wp-block-list">
1560  <li style="line-height:1.5" class=""><span style="box-sizing: border-box; margin: 0px; padding: 0px;">College RHP <a href="https://www.youtube.co
1561  </ul>
1562
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1563
1564
1565  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1569  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-e
1570  <iframe title="Journey From Boxer To JUCO And Throwing 97" width="800" height="450" src="https://www.youtube.com/embed/HEPC00Tj6ks?feature=oembed" frame
1571  </div></figure>
1572
1573
1574
1575  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1576
1577
1578
1579  <ul class="wp-block-list">
1580  <li style="line-height:1.5" class="">Erubiel Candelario went from median nerve surgery and throwing 88 mph to <a href="https://youtu.be/p3IVQhU2mc0">pa
1581
1582
1583
1584  <li style="line-height:1.5" class="">High school pitcher Bryce Meccage threw <a href="https://x.com/TreadHQ/status/1864082427724919161"><strong>a no-h:
1585  </ul>
1586
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1589  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1593  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-e
1594  <iframe title="How I Became A 2nd Round MLB Draft Pick Out Of High School | Bryce Meccage" width="800" height="450" src="https://www.youtube.com/embed/
1595  </div></figure>
1596
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1599  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1600
1601
1602
1603  <ul class="wp-block-list">
1604  <li class=""><a href="https://x.com/TreadHQ/status/1801682272748021845">Luke Thelen</a> went from 91-93 topping 95 mph to <strong>94-97 and topping 10(
1605  </ul>
1606
1607
1608
1609  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1613  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-e
1614  <iframe title="From Mid-Major To Rockies Draft Pick | Luke Thelen" width="800" height="450" src="https://www.youtube.com/embed/_Un1gZDpuPs?feature=oeml
1615  </div></figure>
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1619  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1620
1621
1622
1623  <ul class="wp-block-list">
1624  <li class=""><a href="https://youtu.be/h-AKRDdTrl8">Maizen Price</a> went from Low 80&#8217;s to 95+ MPH in 1.5 years.</li>
1625  </ul>
1626
1627
1628
1629  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1633  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-e
1634  <iframe title="From Low 80&#039;s to 95+ MPH in 1.5 years | Maizen Price" width="800" height="450" src="https://www.youtube.com/embed/h-AKRDdTrl8?featu
1635  </div></figure>
1636
1637
1638
1639  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1640
1641
1642
1643  <ul class="wp-block-list">
1644  <li style="line-height:1.5" class=""><a href="https://x.com/TreadHQ/status/1792988842485485965">Carson Ritola</a>, a Walters State sophomore, went fron
1645
1646
1647
1648  <li style="line-height:1.5" class=""><a href="https://www.youtube.com/watch?v=MO0fZQURJB4">Tyler Sileo</a> went from 77 to 90 mph.</li>
1649
1650
1651
1652  <li style="line-height:1.5" class=""><a href="https://x.com/TreadHQ/status/1790013542986354882">Evan Myers</a>, a Western Carolina lefty, went from lov
1653
1654
1655
1656  <li style="line-height:1.5" class="">High school pitcher <a href="https://www.youtube.com/watch?v=m3KSXaBoJ2E">Jordan Taylor</a> went from <strong>81-{
1657
1658
1659
1660  <li style="line-height:1.5" class=""><a href="https://x.com/TreadHQ/status/1854660347593965796">Raygan New</a> went from <strong>86-89 mph to 90-92 T9:
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1661
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1663
1664  <li style="line-height:1.5" class=""><a href="https://x.com/TreadHQ/status/1803110849285849172">Riely Hunsaker</a>, a Lamar University righty, went fro
1665
1666
1667
1668  <li style="line-height:1.5" class=""><a href="https://www.instagram.com/p/C9DcGx7MP2T/">Davin Kolter</a> went from 86-89 mph with recurring arm pain to
1669
1670
1671
1672  <li style="line-height:1.5" class=""><a href="https://www.youtube.com/watch?v=LfAf1-fqAPs">Gavin Seebold</a> went from <a href="https://www.youtube.con
1673
1674
1675
1676  <li style="line-height:1.5" class=""><a href="https://youtu.be/AKfZoPWJVZo">Dalton Mall</a> is back up to 99+ mph in house and looking to get signed at
1677
1678
1679
1680  <li style="line-height:1.5" class="">17 year old LHP <a href="https://www.youtube.com/watch?v=bSL97Wyr804">Ryan Press</a> went from <a href="https://ww
1681  </ul>
1682
1683
1684
1685  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1686
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1689  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-e
1690  <iframe title="How I Went From 85-87 MPH To 93-95 MPH At Age 17 | Ryan Press" width="800" height="450" src="https://www.youtube.com/embed/bSL97Wyr804?f
1691  </div></figure>
1692
1693
1694
1695  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1696
1697
1698
1699  <ul class="wp-block-list">
1700  <li style="line-height:1.5" class=""><a href="https://x.com/TreadHQ/status/1790456076388757846">Max Moore</a> went from sitting 80 mph topping 83 with
1701
1702
1703
1704  <li style="line-height:1.5" class=""><a href="https://x.com/TreadHQ/status/1849572186928840719">Blake Smith</a>, a Seattle University righty, went fror
1705
1706
1707
1708  <li style="line-height:1.5" class=""><a href="https://x.com/TreadHQ/status/1857476489530180009">Randy Guzman</a> went from <strong>88-90 mph to 94-96 :
1709
1710
1711
1712  <li style="line-height:1.5" class="">MLB Pitcher <a href="https://baseballsavant.mlb.com/savant-player/will-vest-676684?stats=statcast-r-pitching-mlb":
1713
1714
1715
1716  <li style="line-height:1.5" class="">High school pitcher Wyatt Barnoski <strong>gained 13 MPH, going <a href="https://www.youtube.com/watch?v=uK_8OYrwV
1717
1718
1719
1720  <li style="line-height:1.5" class=""><a href="https://www.youtube.com/watch?v=pNLuZV3JExY">Jacob Jones</a> went from <strong>70-73 to 88-90 mph after a
1721  </ul>
1722
1723
1724
1725  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
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1727
1728
1729  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-e
1730  <iframe title="How I Went From 70-73mph To 88-90mph After Elbow Fracture | Jacob Jones" width="800" height="450" src="https://www.youtube.com/embed/pNI
1731  </div></figure>
1732
1733
1734
1735  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1736
1737
1738
1739  <p style="line-height:1.5" class="">With over 2,000 athletes, this list is just the tip of the iceberg, so make sure to follow our social media account
1740
1741
1742
1743  <div style="height:30px" aria-hidden="true" class="wp-block-spacer"></div>
1744
1745
1746
1747  <h2 class="wp-block-heading">6. The Kick-Change 🔍</h2>
1748
1749
1750
1751  <p style="line-height:1.5" class=""><a href="https://x.com/LA_Strom/status/1743756280945152423" target="_blank" rel="noreferrer noopener">This thread<,
1752
1753
1754
1755  <p style="line-height:1.5" class="">While studying slow-mo film of some of the best changeups in baseball, he happened across a slo-mo clip of Tread&#8
1756
1757
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1758
1759   <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1760
1761
1762
1763   <figure class="wp-block-image aligncenter size-full"><a href="https://treadathletics.com/wp-content/uploads/2024/12/KickChangeBrad-ezgif.com-optimize.g
1764
1765
1766
1767   <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1768
1769
1770
1771   <p style="line-height:1.5" class="">While some pointed out that Spiked Changeups have been thrown before, it is an exceptionally rare grip that is virt
1772
1773
1774
1775   <p style="line-height:1.5" class="">I mean, just take a look at this Kick-Change from remote athlete <a href="https://www.youtube.com/watch?v=MkUIyZIHY
1776
1777
1778
1779   <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1780
1781
1782
1783   <figure class="wp-block-image aligncenter size-full"><a href="https://treadathletics.com/wp-content/uploads/2024/12/a1pkZ0JfV0ZRVkV3dEdEUT09X0FBTUVVVZ0]
1784
1785
1786
1787   <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1788
1789
1790
1791   <p style="line-height:1.5" class="">For reference, Devin Wiliams&#8217; changeup, dubbed &#8220;<em>The Airbender</em>&#8221;, and widely regarded as
1792
1793
1794
1795   <p style="line-height:1.5" class="">These are absolutely unheard-of numbers for a changeup, much less one that can be taught in a couple bullpen sessi
1796
1797
1798
1799   <p style="line-height:1.5" class="">It didn&#8217;t take long for the pitch to catch on.</p>
1800
1801
1802
1803   <ul class="wp-block-list">
1804   <li style="line-height:1.5" class="">We received word that some MLB orgs began to have their entire staffs try the pitch in Spring Training.</li>
1805
1806
1807
1808   <li style="line-height:1.5" class="">Remote athlete Daniel Blair showed the pitch to fellow SF Giants minor leaguer <a href="https://x.com/TreadAthlet:
1809
1810
1811
1812   <li style="line-height:1.5" class="">Soon after, <a href="https://x.com/ArtOfBaseball/status/1824870916259754194" target="_blank" rel="noreferrer noope
1813   </ul>
1814
1815
1816
1817   <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1818
1819
1820
1821   <figure class="wp-block-image aligncenter size-full is-resized"><a href="https://treadathletics.com/wp-content/uploads/2024/12/GTIC597WEAEvNcq.jpg"><ir
1822
1823
1824
1825   <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1826
1827
1828
1829   <p style="line-height:1.5" class="">This is a pitch that has had tons of success with current Tread athletes, and we expect it to continue gaining popu
1830
1831
1832
1833   <p style="line-height:1.5" class="">Not only can it add 6-12 inches of depth to many pitchers&#8217; existing changeups, but <strong>it can be thrown
1834
1835
1836
1837   <p class="">You can learn more about the pitch <a href="https://youtu.be/nXHXvtLelR4" target="_blank" rel="noreferrer noopener">here</a>.</p>
1838
1839
1840
1841   <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1842
1843
1844
1845   <h2 class="wp-block-heading">7. Top Content from 2024</h2>
1846
1847
1848
1849   <p class="">If you missed any of it, <strong>here are some of the most viewed posts and videos from 2024:</strong></p>
1850
1851
1852
1853   <p class=""><strong>Top General Educational Content:</strong></p>
1854
1855
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1856
1857  <ul class="wp-block-list">
1858  <li style="line-height:1.5" class=""><a href="https://youtu.be/5HLWxoMxZ3k">Does Mass=Gas?</a></li>
1859
1860
1861
1862  <li style="line-height:1.5" class=""><a href="https://youtu.be/1Jh4z4LgRNA" target="_blank" rel="noreferrer noopener">Drop &amp; Drive? Tall &amp; Fal:
1863
1864
1865
1866  <li style="line-height:1.5" class=""><a href="https://youtu.be/CYFdqhnBM-k">How To Customize Your Pitching Arsenal (Pronation vs. Supination)</a></li>
1867
1868
1869
1870  <li style="line-height:1.5" class=""><a href="https://youtu.be/THd6Ch2VMks">What is the Death Ball and How Do You Throw It?</a></li>
1871
1872
1873
1874  <li style="line-height:1.5" class=""><a href="https://youtu.be/Ia7YFo5jvkA">Tips to Increase Carry On Your Fastball [Without Sticky]</a></li>
1875
1876
1877
1878  <li style="line-height:1.5" class=""><a href="https://youtu.be/nXHXvtLelR4">What is the Kick Change and How Do You Throw It?</a></li>
1879
1880
1881
1882  <li style="line-height:1.5" class=""><a href="https://youtu.be/wtjFwRegY_M">Throw Harder by Mastering the Lead Leg Block [Full Routine] </a></li>
1883
1884
1885
1886  <li style="line-height:1.5" class=""><a href="https://www.youtube.com/watch?v=nURgWH88L8Q&amp;t=1s">Which Pitches Should You Throw? (Every Arm Slot)</a
1887
1888
1889
1890  <li style="line-height:1.5" class=""><a href="https://youtu.be/lWytU9M_u3w">Should You Hook The Rubber?</a></li>
1891  </ul>
1892
1893
1894
1895  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1896
1897
1898
1899  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed aligncenter is-type-video is-provider-youtube wp-block-embed-youtube"><div clas:
1900  <iframe title="Does Mass Really Equal Gas?" width="800" height="450" src="https://www.youtube.com/embed/5HLWxoMxZ3k?feature=oembed" frameborder="0" al:
1901  </div><figcaption class="wp-element-caption">This was one of our most-watched educational videos of 2024</figcaption></figure>
1902
1903
1904
1905  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1906
1907
1908
1909  <p class=""><strong>Top Around the Mounds / Podcasts:</strong></p>
1910
1911
1912
1913  <ul class="wp-block-list">
1914  <li style="line-height:1.5" class=""><a href="https://youtu.be/odIIPN0tYYc">How Mobility Can Help You Throw Harder</a></li>
1915
1916
1917
1918  <li style="line-height:1.5" class=""><a href="https://youtu.be/QnC9fWFCIS8">Everything You Need To Know About Changeups &amp; Splitters</a></li>
1919
1920
1921
1922  <li style="line-height:1.5" class=""><a href="https://youtu.be/gzoLGo6Omt8">Arm Action For Pitchers | Everything You Need To Know</a></li>
1923
1924
1925
1926  <li style="line-height:1.5" class=""><a href="https://youtu.be/k0XxapNBd3U">How To Use Weighted Balls To Throw Harder</a></li>
1927  </ul>
1928
1929
1930
1931  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1932
1933
1934
1935  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube"><div class="wp-block-e
1936  <iframe title="How Mobility Can Help You Throw Harder" width="800" height="450" src="https://www.youtube.com/embed/odIIPN0tYYc?feature=oembed" framebo:
1937  </div></figure>
1938
1939
1940
1941  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1942
1943
1944
1945  <p class=""><strong>Top Breakdowns:</strong></p>
1946
1947
1948
1949  <ul class="wp-block-list">
1950  <li style="line-height:1.5" class=""><a href="https://youtu.be/hFqsyEY5G4E">Switch Pitcher Jurrangelo Cijntje</a></li>
1951
1952
1953
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1954  <li style="line-height:1.5" class=""><a href="https://youtu.be/t9gL2xzIdBE">How I Would Transform a College Pitcher to a Pro in 12 Months [Step by Step
1955
1956
1957
1958  <li style="line-height:1.5" class=""><a href="https://youtu.be/3aunyOqXOzc">How Mason Miller Throws 104</a></li>
1959
1960
1961
1962  <li style="line-height:1.5" class=""><a href="https://studio.youtube.com/video/iijw-jMHTg0/edit">How Aroldis Chapman Is Beating Father Time</a></li>
1963  </ul>
1964
1965
1966
1967  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1968
1969
1970
1971  <figure class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-embed aligncenter is-type-video is-provider-youtube wp-block-embed-youtube"><div class
1972  <iframe title="How I Would Transform a College Pitcher to a Pro in 12 Months [Step by Step]" width="800" height="450" src="https://www.youtube.com/embe
1973  </div><figcaption class="wp-element-caption">Walking through a case study of one of our subscribers&#8217; mechanics &#8211; and a potential path to pr
1974
1975
1976
1977  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
1978
1979
1980
1981  <p class=""><strong>Top In-House Content:</strong></p>
1982
1983
1984
1985  <ol class="wp-block-list">
1986  <li class=""><a href="https://www.youtube.com/watch?v=0vOfhgoj1Kk">Hunter Hoopes Throws 100 MPH</a></li>
1987
1988
1989
1990  <li class=""><a href="https://www.youtube.com/watch?v=kaRA6_LSGuo&amp;t=4s">Thomas Bruss Sits Upper 90s in a Bullpen</a></li>
1991
1992
1993
1994  <li class=""><a href="https://youtu.be/mRh3Y5nR6Gk">High School Senior Throws Unhittable Offspeed Pitches | Alex Sobol</a></li>
1995
1996
1997
1998  <li class=""><a href="https://youtu.be/8mKNnFrL3Q8">Blue Jays Prospect Throwing 98 A Little Too Easy</a></li>
1999
2000
2001
2002  <li class=""><a href="https://youtu.be/HMoxtvfYr58">Troy Watson, Bradford Webb Velo off</a></li>
2003
2004
2005
2006  <li class=""><a href="https://youtu.be/C1jKM3oJbqE">Summer Intern Throws A &#8220;Kick Change&#8221; | Mike Sarhatt</a></li>
2007
2008
2009
2010  <li class=""><a href="https://youtu.be/up0Um99NW2Q">High School RHP Bryce Meccage Throwing 96 In A Bullpen</a></li>
2011  </ol>
2012
2013
2014
2015  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
2016
2017
2018
2019  <h2 class="wp-block-heading">8. Transfer Portal Showcase 💡</h2>
2020
2021
2022
2023  <p style="line-height:1.5" class="">Another big first this year was the addition of our first annual Transfer Portal Showcase this past summer.</p>
2024
2025
2026
2027  <p style="line-height:1.5" class=""><strong>College pitchers who train with Tread are eligible to throw in this event</strong>, where we collect profe
2028
2029
2030
2031  <p style="line-height:1.5" class="">It was a huge success.</p>
2032
2033
2034
2035  <p style="line-height:1.5" class="">Between attendees and opt-ins, over 90 schools were represented at the event.</p>
2036
2037
2038
2039  <p style="line-height:1.5" class="">All in all, <strong>61 out of 65 participants found a school</strong> by the fall.</p>
2040
2041
2042
2043  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
2044
2045
2046
2047  <figure class="wp-block-image aligncenter size-full"><a href="https://treadathletics.com/wp-content/uploads/2024/12/GSDq1F_aQAEd3ab.jpeg"><img loading
2048
2049
2050
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2051  <div style="height:30px" aria-hidden="true" class="wp-embed-aspect-16-9 wp-has-aspect-ratio wp-block-spacer"></div>
2052
2053
2054
2055  <p style="line-height:1.5" class="">Schools that physically attended had a huge advantage, with some players setting up visits before leaving the build
2056
2057
2058
2059  <p style="line-height:1.5" class="">As the Transfer Portal continues to be a bigger and bigger piece of College Baseball, we only expect this event to
2060
2061
2062
2063  <p style="line-height:1.5" class="">Take a look at some of the highlights from the event here:</p>
2064
2065
2066
2067  <figure class="wp-block-embed is-type-rich is-provider-twitter wp-block-embed-twitter"><div class="wp-block-embed__wrapper">
2068  <blockquote class="twitter-tweet" data-width="550" data-dnt="true"><p lang="en" dir="ltr">Transfer Portal Showcase: Day 1 Highlights 🔥 🎥<br><br>[Playe
2069  </div></figure>
2070
2071
2072
2073  <div style="height:30px" aria-hidden="true" class="wp-block-spacer"></div>
2074
2075
2076
2077  <h2 class="wp-block-heading">9. Mo-cap, Less Problems</h2>
2078
2079
2080
2081  <p style="line-height:1.5" class="">This fall we did something unprecedented, offering <strong>FREE Motion Capture Analyses to Pro Pitchers</strong> (
2082
2083
2084
2085  <figure class="wp-block-embed is-type-rich is-provider-twitter wp-block-embed-twitter"><div class="wp-block-embed__wrapper">
2086  <blockquote class="twitter-tweet" data-width="550" data-dnt="true"><p lang="en" dir="ltr">Pro Pitchers 🚨 <br><br>Get a Motion Capture Analysis &#8211;
2087  </div></figure>
2088
2089
2090
2091  <p style="line-height:1.5" class="">Up until this point, other facilities have always charged anywhere from $1,500 to $4,000 for this service.</p>
2092
2093
2094
2095  <p style="line-height:1.5" class=""><strong>We</strong> <strong>decided to instead make our entire in-house assessment process free for Pros.</strong>
2096
2097
2098
2099  <p style="line-height:1.5" class="">This <strong>created waves through the baseball world</strong>, with dozens of players scrambling to reschedule the
2100
2101
2102
2103  <p style="line-height:1.5" class="">This included Force plate and dynamometer reports, Biomechanical reports, body composition testing, UCL imaging, an
2104
2105
2106
2107  <p style="line-height:1.5" class="">In all, over 50 pro pitchers took us up on the offer, saving them an estimated $100,000 &#8211; $200,000 on Motion
2108
2109
2110
2111  <p style="line-height:1.5" class="">One of my favorite reactions was a message from a AAA coach to our staff:</p>
2112
2113
2114
2115  <p style="line-height:1.5" class=""><em>&#8220;What&#8217;s the catch?&#8221;</em></p>
2116
2117
2118
2119  <p style="line-height:1.5" class="">Our response: there is no catch.</p>
2120
2121
2122
2123  <p style="line-height:1.5" class="">Sure, many players were so impressed that they chose to begin training with Tread, but for those who were already
2124
2125
2126
2127  <p style="line-height:1.5" class="">As the word continues to spread, we expect more and more athletes to come see what we have going on in Charlotte, N
2128
2129
2130
2131  <p style="line-height:1.5" class="">We may even extend this offer to college players in 2025.🤔 </p>
2132
2133
2134
2135  <div style="height:30px" aria-hidden="true" class="wp-block-spacer"></div>
2136
2137
2138
2139  <h2 class="wp-block-heading">Where are we headed for 2025?</h2>
2140
2141
2142
2143  <p style="line-height:1.5" class="">What do we have in store for 2025? While there are some projects we can&#8217;t announce yet, here are a few goals
2144
2145
2146
2147  <ol class="wp-block-list">
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2148  <li style="line-height:1.5" class=""><strong>We will be releasing multiple courses and resources &#8211; for free</strong>. We love free stuff. That&#&
2149
2150
2151
2152  <li style="line-height:1.5" class=""><strong>Improving our Free Content.</strong> If you were paying attention, you may have noticed that our content 1
2153
2154
2155
2156  <li style="line-height:1.5" class=""><strong>Doubling down on our Core Events.</strong> Over 200 of our athletes applied to throw in our upcoming 2025
2157  </ol>
2158
2159
2160
2161  <p class=""></p>
2162
2163
2164
2165  <p style="line-height:1.5" class="">I also wanted to take the time to thank our team &#8211; and especially our Co-Founder and CEO, <a href="http:
2166
2167
2168
2169  <p style="line-height:1.5" class="">Tread exists to help athletes re-write their stories. Now it&#8217;s time to double down on that mission in 2024.</
2170
2171
2172
2173  <p class="">Here&#8217;s to reaching your potential,</p>
2174
2175
2176
2177  <p class="">Ben Brewster</p>
2178
2179
2180
2181  <figure class="is-resized wp-block-image"><a href="https://treadathletics.com/wp-content/uploads/2015/07/sigtransparent-e1438751319639.png"><img loadin
2182
2183
2184
2185  <p class=""></p>
2186                  </div>
2187                  </div>
2188                      </div>
2189          </div>
2190                      </div>
2191          </section>
2192                  <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-top-section elementor-el
2193                      <div class="elementor-container elementor-column-gap-default">
2194                  <div class="elementor-column elementor-col-100 elementor-top-column elementor-element elementor-element-8089939" data-id="8089939"
2195          <div class="elementor-widget-wrap elementor-element-populated">
2196                      <div class="elementor-element elementor-element-45f45f3 elementor-widget elementor-widget-heading" data-id="45f45f3" data-eleme
2197          <div class="elementor-widget-container">
2198                  <h2 class="elementor-heading-title elementor-size-default">More from Tread Athletics </h2>                </div>
2199          </div>
2200          <div class="elementor-element elementor-element-95fbcc0 elementor-grid-3 elementor-grid-tablet-2 elementor-grid-mobile-1 elementor-post
2201          <div class="elementor-widget-container">
2202                      <div class="elementor-posts-container elementor-posts elementor-posts--skin-classic elementor-grid">
2203          <article class="elementor-post elementor-grid-item post-30308 post type-post status-publish format-standard has-post-thumbnail hentry c
2204          <a class="elementor-post__thumbnail__link" href="https://treadathletics.com/2024-year-in-review/" tabindex="-1" target=&quot;_blank&qu
2205          <div class="elementor-post__thumbnail"><img loading="lazy" width="1280" height="720" src="https://treadathletics.com/wp-content/uploads/202
2206      </a>
2207                  <div class="elementor-post__text">
2208                  <h3 class="elementor-post__title">
2209          <a href="https://treadathletics.com/2024-year-in-review/" target=&quot;_blank&quot;>
2210                  2024 Year In Review            </a>
2211      </h3>
2212                  <div class="elementor-post__meta-data">
2213                  <span class="elementor-post-date">
2214              December 31, 2024        </span>
2215                  </div>
2216                  </div>
2217                  </article>
2218                  <article class="elementor-post elementor-grid-item post-23959 post type-post status-publish format-standard has-post-thumbnail hentry c
2219                  <a class="elementor-post__thumbnail__link" href="https://treadathletics.com/2024-pro-day/" tabindex="-1" target=&quot;_blank&quot;>
2220          <div class="elementor-post__thumbnail"><img loading="lazy" width="800" height="450" src="https://treadathletics.com/wp-content/uploads/202
2221      </a>
2222                  <div class="elementor-post__text">
2223                  <h3 class="elementor-post__title">
2224          <a href="https://treadathletics.com/2024-pro-day/" target=&quot;_blank&quot;>
2225              Tread HQ: Pro Day &#8217;24 Recap            </a>
2226      </h3>
2227                  <div class="elementor-post__meta-data">
2228                  <span class="elementor-post-date">
2229              January 22, 2024        </span>
2230                  </div>
2231                  </div>
2232                  </article>
2233                  <article class="elementor-post elementor-grid-item post-23853 post type-post status-publish format-standard has-post-thumbnail hentry c
2234                  <a class="elementor-post__thumbnail__link" href="https://treadathletics.com/2023-year-in-review/" tabindex="-1" target=&quot;_blank&qu
2235          <div class="elementor-post__thumbnail"><img loading="lazy" width="2560" height="1438" src="https://treadathletics.com/wp-content/uploads/20
2236      </a>
2237                  <div class="elementor-post__text">
2238                  <h3 class="elementor-post__title">
2239          <a href="https://treadathletics.com/2023-year-in-review/" target=&quot;_blank&quot;>
2240                  2023 Year in Review            </a>
2241      </h3>
2242                  <div class="elementor-post__meta-data">
2243                  <span class="elementor-post-date">
2244              January 4, 2024        </span>
2245                  </div>
```

```
2246                        </div>
2247                    </article>
2248                </div>
2249
2250                        </div>
2251                </div>
2252                    </div>
2253        </div>
2254                    </div>
2255        </section>
2256        <div data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-element elementor-element-b22289f e-con-full e-flex e-
2257            <div class="elementor-element elementor-element-be1df69 elementor-widget elementor-widget-progress-tracker" data-id="be1df69" data-eler
2258            <div class="elementor-widget-container">
2259
2260        <div class="elementor-scrolling-tracker elementor-scrolling-tracker-horizontal elementor-scrolling-tracker-alignment-">
2261                    <div class="current-progress">
2262            <div class="current-progress-percentage"></div>
2263        </div>
2264            </div>
2265                        </div>
2266        </div>
2267        </div>
2268        </div>
2269            <div data-elementor-type="footer" data-elementor-id="7326" class="elementor elementor-7326 elementor-location-footer" data-elementor-pt
2270                <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-top-section elemento
2271                    <div class="elementor-container elementor-column-gap-default">
2272            <div class="elementor-column elementor-col-50 elementor-top-column elementor-element elementor-element-6b34355b" data-id="6b34355b"
2273        <div class="elementor-widget-wrap elementor-element-populated">
2274                        <div class="elementor-element elementor-element-3eda00b elementor-widget elementor-widget-heading" data-id="3eda00b" data-eleme
2275            <div class="elementor-widget-container">
2276                <h4 class="elementor-heading-title elementor-size-default">As Seen In</h4>                </div>
2277        </div>
2278                    </div>
2279        </div>
2280            <div class="elementor-column elementor-col-50 elementor-top-column elementor-element elementor-element-0218ca0" data-id="0218ca0" data-
2281        <div class="elementor-widget-wrap elementor-element-populated">
2282                    <div class="elementor-element elementor-element-871d010 elementor-widget elementor-widget-image" data-id="871d010" data-element
2283            <div class="elementor-widget-container">
2284                                    <img loading="lazy" width="1528" height="117" src="https://treadathletics.com/wp-content/up
2285        </div>
2286                    </div>
2287        </div>
2288                        </div>
2289        </section>
2290            <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-top-section elementor-el
2291            <div class="elementor-container elementor-column-gap-default">
2292            <div class="elementor-column elementor-col-100 elementor-top-column elementor-element elementor-element-a6c17cc" data-id="a6c17cc"
2293        <div class="elementor-widget-wrap elementor-element-populated">
2294                    <section data-particle_enable="false" data-particle-mobile-disabled="false" class="elementor-section elementor-inner-section el
2295                <div class="elementor-container elementor-column-gap-default">
2296            <div class="elementor-column elementor-col-20 elementor-inner-column elementor-element elementor-element-62fbb0f2" data-id="62fbb0
2297        <div class="elementor-widget-wrap elementor-element-populated">
2298                    <div class="elementor-element elementor-element-14be4c4 elementor-widget elementor-widget-heading" data-id="14be4c4" data-eleme
2299            <div class="elementor-widget-container">
2300                <h4 class="elementor-heading-title elementor-size-default">Get Started</h4>                </div>
2301        </div>
2302            <div class="elementor-element elementor-element-7dc648ff elementor-align-left elementor-icon-list--layout-traditional elementor-list-it
2303            <div class="elementor-widget-container">
2304                        <ul class="elementor-icon-list-items">
2305                    <li class="elementor-icon-list-item">
2306                            <a href="https://treadathletics.com/why-tread/">
2307
2308                                <span class="elementor-icon-list-text">Why Tread</span>
2309                            </a>
2310                        </li>
2311                    <li class="elementor-icon-list-item">
2312                            <a href="https://treadathletics.com/featured-stories/">
2313
2314                                <span class="elementor-icon-list-text">Results</span>
2315                            </a>
2316                        </li>
2317                    <li class="elementor-icon-list-item">
2318                            <a href="https://treadathletics.com/our-team/">
2319
2320                                <span class="elementor-icon-list-text">Our Team</span>
2321                            </a>
2322                        </li>
2323                    <li class="elementor-icon-list-item">
2324                            <a href="https://treadathletics.com/contact-us/">
2325
2326                                <span class="elementor-icon-list-text">Contact</span>
2327                            </a>
2328                        </li>
2329                </ul>
2330                </div>
2331        </div>
2332                    </div>
2333        </div>
2334            <div class="elementor-column elementor-col-20 elementor-inner-column elementor-element elementor-element-6f2fb86c" data-id="6f2fb86c"
2335        <div class="elementor-widget-wrap elementor-element-populated">
2336                    <div class="elementor-element elementor-element-16299db3 elementor-widget elementor-widget-heading" data-id="16299db3" data-ele
2337            <div class="elementor-widget-container">
2338                <h4 class="elementor-heading-title elementor-size-default">Resources</h4>                </div>
2339        </div>
2340            <div class="elementor-element elementor-element-6a482ed0 elementor-align-left elementor-icon-list--layout-traditional elementor-list-it
2341            <div class="elementor-widget-container">
2342                        <ul class="elementor-icon-list-items">
2343                    <li class="elementor-icon-list-item">
```

```
2344                                        <a href="https://treadathletics.com/downloads/">
2345
2346                                            <span class="elementor-icon-list-text">Downloads</span>
2347                                        </a>
2348                                    </li>
2349                                <li class="elementor-icon-list-item">
2350                                        <a href="https://treadathletics.com/map/">
2351
2352                                            <span class="elementor-icon-list-text">Athlete Map</span>
2353                                        </a>
2354                                    </li>
2355                                <li class="elementor-icon-list-item">
2356                                        <a href="https://treadathletics.com/careers/">
2357
2358                                            <span class="elementor-icon-list-text">Careers</span>
2359                                        </a>
2360                                    </li>
2361                                <li class="elementor-icon-list-item">
2362                                        <a href="https://treadathletics.com/internships/">
2363
2364                                            <span class="elementor-icon-list-text">Internships</span>
2365                                        </a>
2366                                    </li>
2367                                <li class="elementor-icon-list-item">
2368                                        <a href="https://docs.google.com/spreadsheets/d/1qXUovfeJT2CxFsuo4FTWKzYv98Y_kCxjvIuKpJdxW7Q/edit#gid=91517
2369
2370                                            <span class="elementor-icon-list-text">Draft Picks & Signs</span>
2371                                        </a>
2372                                    </li>
2373                                <li class="elementor-icon-list-item">
2374                                        <a href="https://docs.google.com/spreadsheets/d/1qXUovfeJT2CxFsuo4FTWKzYv98Y_kCxjvIuKpJdxW7Q/edit?usp=shar
2375
2376                                            <span class="elementor-icon-list-text">Record Board</span>
2377                                        </a>
2378                                    </li>
2379                                <li class="elementor-icon-list-item">
2380                                        <a href="https://treadathletics.com/media-relations/">
2381
2382                                            <span class="elementor-icon-list-text">Media Inquiries</span>
2383                                        </a>
2384                                    </li>
2385                            </ul>
2386                        </div>
2387                    </div>
2388                        </div>
2389        </div>
2390            <div class="elementor-column elementor-col-20 elementor-inner-column elementor-element elementor-element-435fa3a9" data-id="435fa3a9" 
2391        <div class="elementor-widget-wrap elementor-element-populated">
2392                <div class="elementor-element elementor-element-2ac06837 elementor-widget elementor-widget-heading" data-id="2ac06837" data-el
2393        <div class="elementor-widget-container">
2394            <h4 class="elementor-heading-title elementor-size-default">Training</h4>                </div>
2395        </div>
2396        <div class="elementor-element elementor-element-7b16ca47 elementor-align-left elementor-icon-list--layout-traditional elementor-list-it
2397        <div class="elementor-widget-container">
2398                    <ul class="elementor-icon-list-items">
2399                    <li class="elementor-icon-list-item">
2400                            <a href="https://treadathletics.com/coaching/">
2401
2402                                <span class="elementor-icon-list-text">Remote</span>
2403                            </a>
2404                        </li>
2405                    <li class="elementor-icon-list-item">
2406                            <a href="https://treadathletics.com/in-house-training/">
2407
2408                                <span class="elementor-icon-list-text">In-House</span>
2409                            </a>
2410                        </li>
2411                    <li class="elementor-icon-list-item">
2412                            <a href="https://treadathletics.com/catchers/">
2413
2414                                <span class="elementor-icon-list-text">Free Catcher Training</span>
2415                            </a>
2416                        </li>
2417                </ul>
2418                </div>
2419        </div>
2420            </div>
2421        </div>
2422            <div class="elementor-column elementor-col-20 elementor-inner-column elementor-element elementor-element-de011b2" data-id="de011b2" dat
2423        <div class="elementor-widget-wrap elementor-element-populated">
2424                <div class="elementor-element elementor-element-4c8a7bd2 elementor-widget elementor-widget-heading" data-id="4c8a7bd2" data-ele
2425        <div class="elementor-widget-container">
2426            <h4 class="elementor-heading-title elementor-size-default">Locations</h4>                </div>
2427        </div>
2428        <div class="elementor-element elementor-element-ce52ae4 elementor-widget elementor-widget-text-editor" data-id="ce52ae4" data-element_
2429        <div class="elementor-widget-container">
2430                        <p>10600 Southern Loop Blvd Pineville, NC 28134*</p><p>*By appointment only. <span style="color: #ffcc00;"><a styl
2431        </div>
2432            </div>
2433        </div>
2434            <div class="elementor-column elementor-col-20 elementor-inner-column elementor-element elementor-element-275aacc3" data-id="275aacc3" 
2435        <div class="elementor-widget-wrap elementor-element-populated">
2436                <div class="elementor-element elementor-element-1e8197b elementor-widget elementor-widget-heading" data-id="1e8197b" data-eleme
2437        <div class="elementor-widget-container">
2438            <h4 class="elementor-heading-title elementor-size-default">GET WEEKLY PITCHING CONTENT TO YOUR INBOX</h4>                </div>
2439        </div>
2440        <div class="elementor-element elementor-element-5f037012 elementor-button-align-stretch elementor-widget elementor-widget-form" data-i
2441        <div class="elementor-widget-container">
```

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2442                                    <form class="elementor-form" method="post" id="elementor_post_30308_form_newsletter-footer" name="Newsletter Footer">
2443                    <input type="hidden" name="post_id" value="7326"/>
2444                    <input type="hidden" name="form_id" value="5f037012"/>
2445                    <input type="hidden" name="referer_title" value="Tread 2024 Year In Review - A Letter by Ben Brewster" />
2446
2447                            <input type="hidden" name="queried_id" value="30308"/>
2448
2449            <div class="elementor-form-fields-wrapper elementor-labels-">
2450                        <div class="elementor-field-type-email elementor-field-group elementor-column elementor-field-group-email elementor-col
2451                                <label for="form-field-email" class="elementor-field-label elementor-screen-only">
2452            Email                        </label>
2453                                <input size="1" type="email" name="form_fields[email]" id="form-field-email" class="elementor-f
2454                        </div>
2455                    <div class="elementor-field-group elementor-column elementor-field-type-submit elementor-col-100 e-form__buttons">
2456                <button class="elementor-button elementor-size-md" type="submit">
2457                    <span class="elementor-button-content-wrapper">
2458                                                        <span class="elementor-button-text">Subscribe</span>
2459                        </span>
2460                </button>
2461            </div>
2462        </div>
2463    </form>
2464                    </div>
2465            </div>
2466                </div>
2467        </div>
2468                </div>
2469    </section>
2470            <div class="elementor-element elementor-element-8f31e4a elementor-align-center elementor-icon-list--layout-inline elementor-list-item-1
2471            <div class="elementor-widget-container">
2472                    <ul class="elementor-icon-list-items elementor-inline-items">
2473                    <li class="elementor-icon-list-item elementor-inline-item">
2474                        <a href="https://www.youtube.com/user/treadathletics?sub_confirmation=1">
2475
2476                                <span class="elementor-icon-list-icon">
2477                    <i aria-hidden="true" class="fab fa-youtube"></i>                </span>
2478                            <span class="elementor-icon-list-text"></span>
2479                        </a>
2480                    </li>
2481                    <li class="elementor-icon-list-item elementor-inline-item">
2482                        <a href="http://instagram.com/tread_athletics/">
2483
2484                                <span class="elementor-icon-list-icon">
2485                    <i aria-hidden="true" class="fab fa-instagram"></i>                </span>
2486                            <span class="elementor-icon-list-text"></span>
2487                        </a>
2488                    </li>
2489                    <li class="elementor-icon-list-item elementor-inline-item">
2490                        <a href="https://twitter.com/treadAthletics/">
2491
2492                                <span class="elementor-icon-list-icon">
2493                    <i aria-hidden="true" class="fab fa-twitter"></i>                </span>
2494                            <span class="elementor-icon-list-text"></span>
2495                        </a>
2496                    </li>
2497                    <li class="elementor-icon-list-item elementor-inline-item">
2498                        <a href="https://www.facebook.com/TreadAthletics/">
2499
2500                                <span class="elementor-icon-list-icon">
2501                    <i aria-hidden="true" class="fab fa-facebook"></i>                </span>
2502                            <span class="elementor-icon-list-text"></span>
2503                        </a>
2504                    </li>
2505                </ul>
2506            </div>
2507        </div>
2508            <div class="elementor-element elementor-element-96b86d7 elementor-widget elementor-widget-heading" data-id="96b86d7" data-element_type=
2509            <div class="elementor-widget-container">
2510                <p class="elementor-heading-title elementor-size-default">Copyright Tread Athletics 2025 © All rights Reserved.</p>                </
2511            </div>
2512                </div>
2513        </div>
2514                </div>
2515    </section>
2516            </div>
2517
2518 <script type='text/javascript'>( $ => {
2519    /**
2520     * Displays toast message from storage, it is used when the user is redirected after login
2521     */
2522    if ( window.sessionStorage ) {
2523        $( window ).on( 'tcb_after_dom_ready', () => {
2524            const message = sessionStorage.getItem( 'tcb_toast_message' );
2525
2526            if ( message ) {
2527                tcbToast( sessionStorage.getItem( 'tcb_toast_message' ), false );
2528                sessionStorage.removeItem( 'tcb_toast_message' );
2529            }
2530        } );
2531    }
2532
2533    /**
2534     * Displays toast message
2535     *
2536     * @param {string}   message  - message to display
2537     * @param {Boolean}  error    - whether the message is an error or not
2538     * @param {Function} callback - callback function to be called after the message is closed
2539     */
```

```
2540     function tcbToast( message, error, callback ) {
2541         /* Also allow "message" objects */
2542         if ( typeof message !== 'string' ) {
2543             message = message.message || message.error || message.success;
2544         }
2545         if ( ! error ) {
2546             error = false;
2547         }
2548         TCB_Front.notificationElement.toggle( message, error ? 'error' : 'success', callback );
2549     }
2550 } )( typeof ThriveGlobal === 'undefined' ? jQuery : ThriveGlobal.$j );
2551 </script><div id="shopwp-root"></div>
2552 <section
2553     data-wpshopify-component
2554     data-wpshopify-component-id="6d4b4c98419c609f67098ca03e2b963d854"
2555     data-wpshopify-component-type="cart"
2556     data-wpshopify-payload-settings="W10=">
2557
2558
2559 </section>
2560
2561 <style type="text/css" id="tve_notification_styles"></style>
2562 <div class="tvd-toast tve-fe-message" style="display: none">
2563     <div class="tve-toast-message tve-success-message">
2564         <div class="tve-toast-icon-container">
2565             <span class="tve_tick thrv-svg-icon"></span>
2566         </div>
2567         <div class="tve-toast-message-container"></div>
2568     </div>
2569 </div>          <script>
2570             const lazyloadRunObserver = () => {
2571                 const lazyloadBackgrounds = document.querySelectorAll( `.e-con.e-parent:not(.e-lazyloaded)` );
2572                 const lazyloadBackgroundObserver = new IntersectionObserver( ( entries ) => {
2573                     entries.forEach( ( entry ) => {
2574                         if ( entry.isIntersecting ) {
2575                             let lazyloadBackground = entry.target;
2576                             if( lazyloadBackground ) {
2577                                 lazyloadBackground.classList.add( 'e-lazyloaded' );
2578                             }
2579                             lazyloadBackgroundObserver.unobserve( entry.target );
2580                         }
2581                     });
2582                 }, { rootMargin: '200px 0px 200px 0px' } );
2583                 lazyloadBackgrounds.forEach( ( lazyloadBackground ) => {
2584                     lazyloadBackgroundObserver.observe( lazyloadBackground );
2585                 } );
2586             };
2587             const events = [
2588                 'DOMContentLoaded',
2589                 'elementor/lazyload/observe',
2590             ];
2591             events.forEach( ( event ) => {
2592                 document.addEventListener( event, lazyloadRunObserver );
2593             } );
2594         </script>
2595         <script type="text/javascript">
2596     /* MonsterInsights Scroll Tracking */
2597     if ( typeof(jQuery) !== 'undefined' ) {
2598     jQuery( document ).ready(function(){
2599     function monsterinsights_scroll_tracking_load() {
2600     if ( ( typeof(__gaTracker) !== 'undefined' && __gaTracker && __gaTracker.hasOwnProperty( "loaded" ) && __gaTracker.loaded == true ) || ( typeof
2601     (function(factory) {
2602     factory(jQuery);
2603     }(function($) {
2604
2605     /* Scroll Depth */
2606     "use strict";
2607     var defaults = {
2608     percentage: true
2609     };
2610
2611     var $window = $(window),
2612     cache = [],
2613     scrollEventBound = false,
2614     lastPixelDepth = 0;
2615
2616     /*
2617     * Plugin
2618     */
2619
2620     $.scrollDepth = function(options) {
2621
2622     var startTime = +new Date();
2623
2624     options = $.extend({}, defaults, options);
2625
2626     /*
2627     * Functions
2628     */
2629
2630     function sendEvent(action, label, scrollDistance, timing) {
2631     if ( 'undefined' === typeof MonsterInsightsObject || 'undefined' === typeof MonsterInsightsObject.sendEvent ) {
2632     return;
2633     }
2634         var paramName = action.toLowerCase();
2635     var fieldsArray = {
2636     send_to: 'G-C5YNZ7X02K',
2637     non_interaction: true
```

```
2638        };
2639        fieldsArray[paramName] = label;
2640
2641        if (arguments.length > 3) {
2642        fieldsArray.scroll_timing = timing
2643        MonsterInsightsObject.sendEvent('event', 'scroll_depth', fieldsArray);
2644        } else {
2645        MonsterInsightsObject.sendEvent('event', 'scroll_depth', fieldsArray);
2646        }
2647                    }
2648
2649            function calculateMarks(docHeight) {
2650            return {
2651            '25%' : parseInt(docHeight * 0.25, 10),
2652            '50%' : parseInt(docHeight * 0.50, 10),
2653            '75%' : parseInt(docHeight * 0.75, 10),
2654            /* Cushion to trigger 100% event in iOS */
2655            '100%': docHeight - 5
2656            };
2657            }
2658
2659            function checkMarks(marks, scrollDistance, timing) {
2660            /* Check each active mark */
2661            $.each(marks, function(key, val) {
2662            if ( $.inArray(key, cache) === -1 && scrollDistance >= val ) {
2663            sendEvent('Percentage', key, scrollDistance, timing);
2664            cache.push(key);
2665            }
2666            });
2667            }
2668
2669            function rounded(scrollDistance) {
2670            /* Returns String */
2671            return (Math.floor(scrollDistance/250) * 250).toString();
2672            }
2673
2674            function init() {
2675            bindScrollDepth();
2676            }
2677
2678            /*
2679             * Public Methods
2680             */
2681
2682            /* Reset Scroll Depth with the originally initialized options */
2683            $.scrollDepth.reset = function() {
2684            cache = [];
2685            lastPixelDepth = 0;
2686            $window.off('scroll.scrollDepth');
2687            bindScrollDepth();
2688            };
2689
2690            /* Add DOM elements to be tracked */
2691            $.scrollDepth.addElements = function(elems) {
2692
2693            if (typeof elems == "undefined" || !$.isArray(elems)) {
2694            return;
2695            }
2696
2697            $.merge(options.elements, elems);
2698
2699            /* If scroll event has been unbound from window, rebind */
2700            if (!scrollEventBound) {
2701            bindScrollDepth();
2702            }
2703
2704            };
2705
2706            /* Remove DOM elements currently tracked */
2707            $.scrollDepth.removeElements = function(elems) {
2708
2709            if (typeof elems == "undefined" || !$.isArray(elems)) {
2710            return;
2711            }
2712
2713            $.each(elems, function(index, elem) {
2714
2715            var inElementsArray = $.inArray(elem, options.elements);
2716            var inCacheArray = $.inArray(elem, cache);
2717
2718            if (inElementsArray != -1) {
2719            options.elements.splice(inElementsArray, 1);
2720            }
2721
2722            if (inCacheArray != -1) {
2723            cache.splice(inCacheArray, 1);
2724            }
2725
2726            });
2727
2728            };
2729
2730            /*
2731             * Throttle function borrowed from:
2732             * Underscore.js 1.5.2
2733             * http://underscorejs.org
2734             * (c) 2009-2013 Jeremy Ashkenas, DocumentCloud and Investigative Reporters & Editors
2735             * Underscore may be freely distributed under the MIT license.
```

```
2736                */
2737
2738            function throttle(func, wait) {
2739            var context, args, result;
2740            var timeout = null;
2741            var previous = 0;
2742            var later = function() {
2743            previous = new Date;
2744            timeout = null;
2745            result = func.apply(context, args);
2746            };
2747            return function() {
2748            var now = new Date;
2749            if (!previous) previous = now;
2750            var remaining = wait - (now - previous);
2751            context = this;
2752            args = arguments;
2753            if (remaining <= 0) {
2754            clearTimeout(timeout);
2755            timeout = null;
2756            previous = now;
2757            result = func.apply(context, args);
2758            } else if (!timeout) {
2759            timeout = setTimeout(later, remaining);
2760            }
2761            return result;
2762            };
2763            }
2764
2765            /*
2766            * Scroll Event
2767            */
2768
2769            function bindScrollDepth() {
2770
2771            scrollEventBound = true;
2772
2773            $window.on('scroll.scrollDepth', throttle(function() {
2774            /*
2775            * We calculate document and window height on each scroll event to
2776            * account for dynamic DOM changes.
2777            */
2778
2779            var docHeight = $(document).height(),
2780            winHeight = window.innerHeight ? window.innerHeight : $window.height(),
2781            scrollDistance = $window.scrollTop() + winHeight,
2782
2783            /* Recalculate percentage marks */
2784            marks = calculateMarks(docHeight),
2785
2786            /* Timing */
2787            timing = +new Date - startTime;
2788
2789            checkMarks(marks, scrollDistance, timing);
2790            }, 500));
2791
2792            }
2793
2794            init();
2795            };
2796
2797            /* UMD export */
2798            return $.scrollDepth;
2799
2800            }));
2801
2802            jQuery.scrollDepth();
2803            } else {
2804            setTimeout(monsterinsights_scroll_tracking_load, 200);
2805            }
2806            }
2807            monsterinsights_scroll_tracking_load();
2808            });
2809            }
2810            /* End MonsterInsights Scroll Tracking */
2811
2812 </script><script id="site_tracking-js-extra">
2813 var php_data = {"ac_settings":{"tracking_actid":999680608,"site_tracking_default":1,"site_tracking":1},"user_email":""};
2814 </script>
2815 <script src="https://treadathletics.com/wp-content/plugins/activecampaign-subscription-forms/site_tracking.js?ver=6.7.2" id="site_tracking-js"></script
2816 <script src="https://treadathletics.com/wp-includes/js/jquery/ui/core.min.js?ver=1.13.3" id="jquery-ui-core-js"></script>
2817 <script src="https://treadathletics.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.13.3" id="jquery-ui-mouse-js"></script>
2818 <script src="https://treadathletics.com/wp-includes/js/jquery/ui/slider.min.js?ver=1.13.3" id="jquery-ui-slider-js"></script>
2819 <script src="https://treadathletics.com/wp-includes/js/jquery/ui/draggable.min.js?ver=1.13.3" id="jquery-ui-draggable-js"></script>
2820 <script src="https://treadathletics.com/wp-includes/js/jquery/jquery.ui.touch-punch.js?ver=0.2.2" id="jquery-touch-punch-js"></script>
2821 <script id="tve-dash-frontend-js-extra">
2822 var tve_dash_front = {"ajaxurl":"https:\/\/treadathletics.com\/wp-admin\/admin-ajax.php","force_ajax_send":"","is_crawler":"","recaptcha":[],"turnstile
2823 </script>
2824 <script src="https://treadathletics.com/wp-content/plugins/thrive-quiz-builder/thrive-dashboard/js/dist/frontend.min.js?ver=10.5.1" id="tve-dash-front
2825 <script src="https://treadathletics.com/wp-content/plugins/elementor-pro/assets/lib/smartmenus/jquery.smartmenus.min.js?ver=1.2.1" id="smartmenus-js">
2826 <script src="https://treadathletics.com/wp-includes/js/imagesloaded.min.js?ver=5.0.0" id="imagesloaded-js"></script>
2827 <script src="https://treadathletics.com/wp-content/plugins/elementor-pro/assets/lib/sticky/jquery.sticky.min.js?ver=3.27.4" id="e-sticky-js"></script>
2828 <script src="https://treadathletics.com/wp-includes/js/dist/hooks.min.js?ver=4d63a3d491d11ffd8ac6" id="wp-hooks-js"></script>
2829 <script src="https://treadathletics.com/wp-includes/js/dist/vendor/react.min.js?ver=18.3.1.1" id="react-js"></script>
2830 <script src="https://treadathletics.com/wp-includes/js/dist/vendor/react-dom.min.js?ver=18.3.1.1" id="react-dom-js"></script>
2831 <script src="https://treadathletics.com/wp-includes/js/dist/escape-html.min.js?ver=6561a406d2d232a6fbd2" id="wp-escape-html-js"></script>
2832 <script src="https://treadathletics.com/wp-includes/js/dist/element.min.js?ver=cb762d190aebbec25b27" id="wp-element-js"></script>
2833 <script src="https://treadathletics.com/wp-content/plugins/shopwp-pro/dist/runtime.js?ver=1740068721" id="shopwp-runtime-js"></script>
```

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2834  <script src="https://treadathletics.com/wp-content/plugins/shopwp-pro/dist/vendors-public.js?ver=1740068721" id="shopwp-vendors-public-js"></script>
2835  <script id="shopwp-public-js-before">
2836  var shopwp = {"cart":{"icon":false,"type":"inline","showCounter":true,"dataType":false,"iconColor":"#FFF","inlineIconColor":"#000","backgroundColor":"#
2837  </script>
2838  <script defer="defer" src="https://treadathletics.com/wp-content/plugins/shopwp-pro/dist/public.js?ver=1740068721" id="shopwp-public-js"></script>
2839  <script id="eael-general-js-extra">
2840  var localize = {"ajaxurl":"https:\/\/treadathletics.com\/wp-admin\/admin-ajax.php","nonce":"831354f024","i18n":{"added":"Added ","compare":"Compare","]
2841  </script>
2842  <script src="https://treadathletics.com/wp-content/plugins/essential-addons-for-elementor-lite/assets/front-end/js/view/general.min.js?ver=6.1.4" id="
2843  <script id="monsterinsights-user-journey-js-extra">
2844  var monsterinsights_user_journey = {"is_ssl":"1","page_id":"30308"};
2845  </script>
2846  <script src="https://treadathletics.com/wp-content/plugins/monsterinsights-user-journey/assets/js/frontend/user-journey.js?ver=1.1.6" id="monsterinsigh
2847  <script id="wpforms-user-journey-js-extra">
2848  var wpforms_user_journey = {"is_ssl":"1","page_id":"30308"};
2849  </script>
2850  <script src="https://treadathletics.com/wp-content/plugins/wpforms-user-journey/assets/js/wpforms-user-journey.min.js?ver=1.4.0" id="wpforms-user-journ
2851  <script src="https://treadathletics.com/wp-content/plugins/elementor-pro/assets/js/webpack-pro.runtime.min.js?ver=3.27.4" id="elementor-pro-webpack-run
2852  <script src="https://treadathletics.com/wp-content/plugins/elementor/assets/js/webpack.runtime.min.js?ver=3.27.6" id="elementor-webpack-runtime-js"></s
2853  <script src="https://treadathletics.com/wp-content/plugins/elementor/assets/js/frontend-modules.min.js?ver=3.27.6" id="elementor-frontend-modules-js">
2854  <script src="https://treadathletics.com/wp-includes/js/dist/i18n.min.js?ver=5e580eb46a90c2b997e6" id="wp-i18n-js"></script>
2855  <script id="wp-i18n-js-after">
2856  wp.i18n.setLocaleData( { 'text direction\u0004ltr': [ 'ltr' ] } );
2857  </script>
2858  <script id="elementor-pro-frontend-js-before">
2859  var ElementorProFrontendConfig = {"ajaxurl":"https:\/\/treadathletics.com\/wp-admin\/admin-ajax.php","nonce":"10b5d63587","urls":{"assets":"https:\/\/t
2860  "facebook_sdk":{"lang":"en_US","app_id":""},"lottie":{"defaultAnimationUrl":"https:\/\/treadathletics.com\/wp-content\/plugins\/elementor-pro\/modules\
2861  </script>
2862  <script src="https://treadathletics.com/wp-content/plugins/elementor-pro/assets/js/frontend.min.js?ver=3.27.4" id="elementor-pro-frontend-js"></script>
2863  <script id="elementor-frontend-js-before">
2864  var elementorFrontendConfig = {"environmentMode":{"edit":false,"wpPreview":false,"isScriptDebug":false},"i18n":{"shareOnFacebook":"Share on Facebook","
2865  "hasCustomBreakpoints":true},"version":"3.27.6","is_static":false,"experimentalFeatures":{"additional_custom_breakpoints":true,"container":true,"e_swip
2866  </script>
2867  <script src="https://treadathletics.com/wp-content/plugins/elementor/assets/js/frontend.min.js?ver=3.27.6" id="elementor-frontend-js"></script>
2868  <script src="https://treadathletics.com/wp-content/plugins/elementor-pro/assets/js/elements-handlers.min.js?ver=3.27.4" id="pro-elements-handlers-js">
2869  <script type="text/javascript">var tcb_current_post_lists=JSON.parse('[]'); var tcb_post_lists=tcb_post_lists?[...tcb_post_lists,...tcb_current_post_li
2870  </body>
2871  </html>
```