

New Balance 740 = WONDERFUL

Due to my family's financial constraints, I grew up not having the luxury of buying shoes specifically made for running. The only decent rubber shoes we were able to afford were from World Balance, an all purpose shoes that got me through volleyball, basketball, badminton, track and field, practically my entire PE classes in school. Even when I started earning for myself, the frugality that had been instilled in me through time and consequences held me back from buying real running shoes.

Being the non-athletic type, I thought that the same world balance shoes still had not consumed its operational mileage, and so I had been using it since I started joining 5K fun runs.

Prior, I never knew that each running shoe actually has a science and technology behind it. I honestly thought that all shoes were generally cushioned, color coded, and designed for fashion only. I know it's an insult, sorry, but now I know ^_^. Sir Raffy Osumo from RUNNR Cebu, educated me about the foot archs, running types and the anatomy of running shoes. With the comprehensive Video Gait Analysis system, I finally found out that my foot arch is normal, my foot strike is forefoot, and I have a neutral pronation.

I may not be the best representative that can give technical review on running shoes; that I haven't have a slightest idea what materials are being used on them and haven't had enough experience with others to compare with, but I'm so thankful that **New Balance** and **TBR** gave me this opportunity.

To be given this wonderful gift that I used for a wonderful activity that I have grown to love and is wonderfully fond of, by a wonderful runner (**TBR**) and a wonderfully generous company (**NB**) is just super **WONDERFUL**. ^_^^

So here's my raw take on what I have personally observed on my **New Balance 740** that I used on my first ever 10K fun run.

1. **Wide toe box.** It lets me stretch out and move my toes in all directions a bit inside. It had prevented me from having more crooked and dead toe nails.
2. **Breathable mesh** on the upper part of the shoes keeps my toes well ventilated and yet it has a considerable outside protection, that doesn't let moisture in easily, even when you're already pouring water all over.
3. **Steep curve on the flex grooves** are perfect for me as I'm a forefoot striker. I love it that even a slight forward bend would already give me a forward thrust. Even though it doesn't have that bulk cushion as compared to the heel part, I'm amazed that with just the perfect pair of socks, I'm not having blisters on the ball anymore, no need for a footbed.
4. **Slim arch side on the midsole towards the shank, the tongue, shoe laces.** The slim fit of the midsole part thru the arch part of the feet and the placement of the shoe laces behind the tongue keeps my feet in place

comfortably. The sides don't rub, and my longest toe hardly makes contact with the toe cap part, despite of the wide toe box and the fact that I'm a forefoot striker.

5. The **stiff heel tabs towards the heel counter and the sturdy medial post and outer sole** keeps my heel from rolling in or out and provides the best cushion when I'm too tired, is unconsciously heel striking, and not running correctly anymore.

To sum it all up, it gives overall stability and protection on all parts of the feet; it's perfectly lightweight that you'd sometimes feel like you're running barefoot, fashionably sleek and conservative color. The **New Balance 740** is wonderfully made and it complements the bearer in all ways. ^_^





(Jang Jang on The 1st Eagle Run in Cebu 05/23/10)

Plus running with the most wonderful friends in the world, listening to Steve Curtis Chapman's wonderful music, and running for a cause (Run for Sight Foundation), God has blessed us all with life that is super **WONDERFUL** ^_^



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