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Author Mike Cosentino **Award-Winning, Leading Retail Expert**

Mike at a Glance

Founder, Big Peach Running Co.

15 stores, 200+ employees, \$20M+ in annual revenue.
www.bigpeachrunningco.com

Pioneer in Mobile Retail

Created Big Peach On-Wheels — the first mobile sporting goods store in North America

250,000+ Pairs Shoes Donated

Through Big Peach Outreach, he and his team are connecting gear with people in need around the world

Elite Endurance Athlete

Boston Marathon, Western States 100, Ironman Florida — 100+ marathons and ultramarathons completed around the world, with 1st place finishes from 5k to 50 miles

Sought-After Speaker

Featured at Nike, Sports Distributors of Canada, New Balance, CDC, Asics, and retail industry events nationwide

Published Author

It's Not the Bricks, It's the Mortar is Mike's second book. Check out his first book, *Atlanta Running Guide*.

For more about Mike, see next page.

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The Entrepreneur

In 2004, Mike Cosentino founded Big Peach Running Co. (BPRC). Now, with fifteen stores throughout the Atlanta-area and Florida, more than 200 employees, annual revenues of \$20MM and over 200 annual event partnerships, BPRC is currently the largest specialty fitness retailer in Georgia.

The organization has been repeatedly recognized:

A Top 50 Specialty-Run Retailer (Sporting Goods Intelligence)

The "Best Place To Shop" (Running Times)

A regular in the "Best Of Atlanta" Awards

Featured in the Atlanta Journal-Constitution

In 2018, Mike incepted Big Peach, On-Wheels, as North America's first-ever mobile Sporting Goods store to help corporations, schools, residential communities and special events bring unparalleled convenience, service, expertise and fun for their fitness routines to their front door... literally. To date, BPOW enjoys a schedule that includes all of Atlanta's Fortune 100 companies, some of its most desirable apartment and active lifestyle communities, college and high school athletic departments across the state and race Finish Lines almost every weekend.

Social Responsibility

In 2009, Mike Cosentino and his wife, Inge, founded Big Peach Outreach, Inc. (BPO), to more fully connect the unique access they have to sporting goods equipment to those who are less fortunate. To date, BPO has donated more than 250,000 pairs of used running shoes around the world to homeless shelters, domestic and international missions and natural disaster relief efforts. The program also provides free equipment for student-athletes participating in underprivileged cross-country and track & field programs.

Success in Business & Success as an Athlete

Through hard work and sensible training, Cosentino has realized success at some of the world's most notable running events, including a personal best at the Boston Marathon, achievement of the coveted Silver Buckle at the Western States 100-Mile Endurance Run and a sub-12:00 hour finish at IronMan FL. As a veteran of over 100 marathons and ultramarathons, he has won races at every distance from 5k (3.1 miles) to 50k (31 miles) and is one of only five people to ever complete the 100-Mile Pinhoti Trail Challenge in less than 20 hours.

Publications

Mike Cosentino is best known in the Atlanta area as the author of The Atlanta Running Guide. He has also written for Competitor magazine, Runner's World, Wingfoot and Atlanta Sports & Fitness. Mike has been a pre-race feature for the Fox 5 coverage of the Peachtree Road Race and his knowledge of the sport has landed him on expert panels at Nike, Inc., New Balance, the Centers For Disease Control (CDC) and Asics America Corp., among others.

Academic Achievement

Mike Cosentino earned his undergraduate degree from Vanderbilt University and obtained a master's degree in Sports Administration from Ohio University.

Animal Rescuer

Originally from Elkhart, Indiana, the author now lives in Blue Ridge, GA on an alpaca rescue farm with his wife. They have two adult children.

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