

## Gear for Multisport Rebrands as Dash-Sports, Opens Second Location in South Lake, Florida

**(Clermont, FL.) June 5, 2019** – After 13 years of empowering the Clermont and surrounding South Lake, Florida communities to *#LiveActively*, Kevin and Kimberly Grogan, owners of Gear for Multisport, announce a rebrand and expansion for their local business.

As of today, [Global Running Day](#), the company will be known as [Dash-Sports](#), and is expanding to two locations. The original location inside the National Training Center (NTC) in Clermont FL ([www.usantc.com](http://www.usantc.com)) will be joined by a new and expansive location at 741 West Montrose Street in downtown Clermont.

“Our new name is symbolic of the passion that unites our growing community of multisport endurance athletes and active lifestyle devotees who we’re so proud to serve in our hometown community of Clermont, Florida, and around the country,” said Kimberly Grogan, who co-founded the company with her husband Kevin in 2006.

The new name – Dash-Sports - refers to movement, with the ‘-’ representative of the span of life between birth and death. The name, Grogan said, captures the passion of the community they serve, comprised of active people dedicated to healthy living and sport.

“We love to serve our passionate athletes, whether they’re training for an Ironman, a 5k or a regular walking routine, our community counts on us to guide and support them through the well-rounded lifestyle of endurance and multisport; from training and preparation, to competition to recovery,” Grogan added.

The new Dash-Sports location is an expansive, 2000-square-foot space envisioned to be the preeminent gathering place for South Lake’s growing, endurance and active lifestyle community to *#LiveActively*.

The community can expect more events, clinics, services, and top-tier products, delivering a highly supportive experience tailored to the Florida lifestyle of the Dash-Sport community. In addition to [Brooks](#), [Hoka](#), [Altra](#), [Saucony](#), [Nike](#), [Asics](#), [Garmin](#), [Aftershokz](#), [Tifosi](#), [Speedo](#), [TYR](#), [Spenco](#), and other quality brands, Dash-Sports will soon carry [New Balance](#), [Olukai](#), [Groove](#), [MySoxyFeet](#), and [Balega](#).

A full recovery area, complete with self-massage and pressure recovery system tools, expanded product demo and rental opportunities, more group running and walking events, and a host of targeted training information sessions round out the offerings in the new space.

Events are a big part of the Dash-Sports DNA, and the new location will serve as a hub for packet pick-up for races and multisport events. Since 2013, the Grogans have supported the growth of the popular parkrun®, a free, weekly 5-K event. They also launched FloDash Events, LLC this year, with partners Amalie Skorman and Brian Boylan, to bring unique high-quality running and walking events to Central Florida. The Grogan’s existing 501(c)3 non-profit, South Lake Multisport Events (SLME), is part of Dash-Sports as well, and exists to raise funds and organize support for leading endurance venues and events throughout the South Lake area. Last year SLME hosted the largest running event in South Lake County

and raised funds to purchase an AED for Lake Hiawatha Park in Clermont.

[www.facebook.com/Flodashevents](http://www.facebook.com/Flodashevents) insta: flodashevents Information about SLME is on our [Dash-Sports](#) website.

Additionally, Dash-Sports will be launching the convenience of an innovative locker program for wetsuit rentals and returns, and on-to-go access to training and nutrition products, available 24-7 for the Dash Sports community.

Their current location inside the National Training Center at South Lake Hospital will remain as a swim and gym focused store. It too will be expanded to offer the specialty service of tech suit fitting and a wider variety of products in the swim and gym categories.

“We are extremely grateful for our first 13 years in business. Being a part of this active lifestyle community is part of our DNA, and our mission is to support it so it continues to grow and thrive,” said Kevin Grogan. “We believe that the addition of this second location and our event business will allow us to spread *#LiveActively* to more people.”

A new [website](#), will be launching after the grand opening of the new Dash-Sport store. The existing site is still operational, and offers an email opt-in to enable the Dash-Sports community to receive updates and information on the multi-week grand-opening festivities planned for June and July 2019. Sign up for emails [here](#). Follow the progress with the new location on Instagram [@gear4multi](#) and on Facebook, [Gear for Multisport](#). To learn about events and races, follow FloDash Events on Instagram [@flodashevents](#) and on Facebook, [FloDash Events](#).