

Women runners turn to technology to feel safe

By Amanda Loudin, Outdoor

Erin Kelly, 34, has been running since she was in the fifth grade. Over the years, the teacher from New Hampshire has logged miles on streets and sometimes trails in France, Morocco and all over the United States. She is devoted to a sport that keeps her mentally and physically fit, and she will run wherever and whenever she has the opportunity.

But like many female runners these days, she also runs with caution in mind. High-profile stories of women who have been assaulted or even murdered while running can make the sport feel risky. Especially for those like Kelly, who have no choice but to get out before the sun has fully risen and their workday begins.

These days, many women are also turning to technology to improve their sense of security. Kelly is a case in point. Her high-tech tool of choice is the smartphone app Road ID, specifically its “e-crumb” feature. “Users can pick up to five emergency contacts to enter,” says P.J. Rabice, director of marketing at the app’s company, which is based in Erlanger, Ky. “The contacts can then follow their runner via text or email as she heads out the door and along her route.”

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