

For immediate release — Wednesday, April 22, 2026

## **Shawn and Erin Pinder's commitment to promoting healthy living to be recognized with University of Lethbridge Volunteer Award**

Shawn (BSc '98, MSc '00) and Erin (BSc '01) Pinder, owners of Lethbridge's Runners Soul athletic store, have an impressive record of volunteer service in the southern Alberta community, generously giving their time to various organizations and local running events. The duo will be honoured with the University of Lethbridge Volunteer Award at Spring 2026 Convocation.

As the owners of Runners Soul, Erin and Shawn Pinder promote a healthy, active lifestyle for people of all ages in Lethbridge and across southern Alberta. Through their walking and running clinics and clubs, they have created a strong and vibrant community. They also sponsor and volunteer at numerous running events.



Apart from Runners Soul, Shawn served on the University Senate for two terms, served a term as president of the Alberta Sport Development Centre South West and is the president of the Prairie Runners Race Association. Erin served a term as president of the Independent Running Retailers of Canada and has been a volunteer coach for the Lethbridge Track & Field team and the Lethbridge Collegiate Institute Cross Country team.

While attending ULethbridge, the Pinders were student-athletes on the Pronghorn swim team. This experience motivated them to participate in the Adopt-A-Horn program that helps students cover costs associated with their sport. In 2012, Shawn and Erin received the Knud Petersen Spirit in Sport Award for their involvement in running. The Pinder family also volunteers at the Lethbridge and District Humane Society.

They are dedicated athletes themselves. Shawn started running when he began competing in triathlons in 2000. Since then, he's competed in numerous running events and triathlons. Erin is also a longtime runner and triathlete. She joined the Runners Soul Marathon Club in 1998 and

was recruited by the then-owner, Ron Bain, to join the staff at Runners Soul. In 2007, when Bain presented them with the opportunity to take over Runners Soul, they didn't hesitate to take him up on the offer. In the years since, they have become deeply embedded in the community and exemplify the spirit and soul of runners and volunteerism.

Shawn and Erin Pinder will receive the University of Lethbridge Volunteer Award at Spring 2026 Convocation Ceremony 4, Friday, May 29, 2026, at 2:30 p.m. in the Co-op Centre for Sport & Wellness gymnasium. For more information on Spring 2026 Convocation, visit [ulethbridge.ca/convocation](https://ulethbridge.ca/convocation).

To view online: <https://www.ulethbridge.ca/unews/article/shawn-and-erin-pinder%E2%80%99s-commitment-promoting-healthy-living-be-recognized-university>

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*Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.*