



FOR IMMEDIATE RELEASE

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Say Cheese! pediped® Announces National Casting Call

Your child could be the next pediped® Class President

Henderson, Nev. (August 2015)— Want your child to represent for the pediped® Class of 2015? If yes, pediped® is looking for you! The award-winning children's footwear brand is casting all fans and appointing one lucky winner as the Class President. The grand-prize winner will fly to Las Vegas to star in an upcoming photo shoot and be the proud representative for the entire pediped® Class of 2015. Nine runners-up will be appointed as Class Representatives or Class Favorites. Totaling ten winners overall. The national casting call begins August 10, 2015.

Visit www.pediped.com to submit your entry. The submission phase will run from August 10 to August 19. One grand prize winner will be appointed Class President by pediped® staff and will win a trip for two to Las Vegas to partake in the Spring/Summer 2016 photo shoot in October 2015. The winner will also receive a \$500 pediped® gift card.

The voting phase will run from August 24 to August 31. The online photo gallery will display approved entry photos with child's determined walking stage. Fans are encouraged to vote for their favorite, and the photo that receives the most votes in each of the three walking stages, Originals®, Grip 'n' Go™ and Flex®, will be appointed the Class Representative of that walking stage and will win a \$150 pediped® gift card.

During the submission phase, parents and guardians can also nominate their child to run for one of the six Class Favorites categories: best eyes, best smile, best dressed, class clown, most likely to become famous, and biggest pediped fan. Child's nominating category will be displayed in the online photo gallery and fans are encouraged to vote for their favorites. The photo that receives the most votes in each of these categories will win a \$75 pediped® gift card.

How the pediped® Casting Call works:

Entry Phase: From August 10 to August 19, parents in the US can enter their child into the contest by visiting <http://www.pediped.com/castingcalllanding.aspx> and uploading a recent photo of their child for a chance to be featured in the pediped® photo shoot and national advertising campaign. Rules apply.

Voting Phase: From August 24 to August 31, the photo gallery will be open for voting at <http://www.pediped.com/castingcalllanding.aspx>. Fans can view and vote for their favorite photos and encourage friends and family to vote by sharing the contest virally on Facebook, Twitter, and email. Fans are allowed one vote per photo per day.

Prizes: One grand prize winner, selected by pediped® staff will win a \$500 pediped® gift card and a trip for two to the pediped® photo shoot in Las Vegas. The photos determined as Class Representatives, with the most fan votes in each walking stage, win a \$150 pediped® gift card. The photos determined as Class Favorites, each with the most fan votes, win a \$75 pediped gift card. All winners could be featured on pediped.com and will be considered for use in pediped® marketing materials. The winners will be announced in early September.

For more information and official rules, please visit:
<http://www.pediped.com/castingcallofficialrules.aspx>.

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About pediped®

Exceptional quality, unsurpassed comfort, and distinctive styling have made the award-winning company the fastest growing children's footwear brand in the United States. pediped® footwear has been awarded the American Podiatric Medical Association Seal of Acceptance for the promotion of healthy foot development, and preeminent orthopedic medical professionals, Dr. Mininder S. Kocher and Dr. Thomas W. Vorderer, deem pediped® shoes an excellent choice for parents/caregivers who want their children's feet to develop naturally and healthily. pediped® has received numerous industry awards and accolades including recognition from *Earnshaw's*, the premier media resource serving the children's market. In 2015 pediped® was recognized by the Footwear Industry Awards as the Children's Footwear Brand of the Year, was awarded Best Toddler Kicks in the Cribbie Awards and Best Children's Shoes by *Prima Baby Magazine*. In 2014, *Earnshaw's* recognized pediped® with an Earnie Award for Best Footwear, and earned a 2014 Family Choice Award and 1st place Reader Favorite Award from *Baby & Children's Product News*.

pediped® is sold in over 2,500 stores in the United States and 40 countries worldwide with an offering of more than 150 designs for boys and girls between its three lines, Originals®, Grip 'n' Go™ and Flex®. The award-winning footwear is available in EU sizes 17 to 38 (US newborn to 6 Youth). For more information, visit www.pediped.com or call 1-702-567-0311. LIKE on Facebook at [/pedipedfootwear](https://www.facebook.com/pedipedfootwear) and follow on Twitter and Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear).