



FOR IMMEDIATE RELEASE

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pediped® Launches Collaboration with Disney to Promote New Movie, *The Pirate Fairy*

Enter to win a family trip for four to the Caribbean

Henderson, Nev. (February 2014)—Award-winning children’s footwear brand pediped® is proud to announce the national promotion of Disney’s new movie, *The Pirate Fairy*. In this animated adventure, a fairy named Zarina flies away to join forces with the pirates of Skull Rock. pediped® invites consumers to fly away just like Zarina by entering to win a trip for four to the Caribbean. The prize from Delta Vacations includes airfare and a four night stay. The entry form is available at www.pediped.com/disney.

pediped® will feature its popular machine washable and water-safe Adventure Line throughout the promotion. The pediped® Adventure Line retails at \$49 and offers more than 20+ styles and color combinations for boys and girls sizes EU 20-36 (US kids 4 – Youth 4-4.5).

“Disney is a global family brand and collaborating with them gives us a fun opportunity to connect with families in new ways,” said Hillary Frei, pediped® VP of Marketing. “pediped® and Disney both focus on families, making us the perfect pair; and together we can create exciting opportunities for our consumers.”

The Pirate Fairy will be released April 1st on Blue-ray and DVD. The pediped® promotion will run March 15 to May 15, 2014.

About the promotion

No purchase is required to enter. A purchase will not improve chances of winning. Open to legal residents of the 50 United States or the District of Columbia who are 21 years of age or older. Entries must be received between 12:01 a.m. EST on March 15, 2014 and 11:59 p.m. EST on May 15, 2014. For official rules and to enter, go to www.pediped.com/disney.

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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® 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. In 2011, *Earnshaw's*, the premier media resource serving the children's market, recognized pediped® with an Earnie Award for Company of the Year and Best Footwear. *Earnshaw's* also recognized pediped® with an Earnie Award for Company for Good for their philanthropy efforts of nearly \$2 million in 2012, and an Earnie Award in 2013 for Best Community Outreach.

pediped® footwear is sold in over 2,500 stores in the United States and 40 countries worldwide with an offering of more than 140 designs for boys and girls between their three lines, Originals®, Grip 'n' Go™ and Flex®. Originals®, Grip 'n' Go™ and Flex® are available in EU sizes ranging from 17 to 36. For more information, visit www.pediped.com or call 1-702-567-0311. LIKE us on Facebook at [/pedipedfootwear](https://www.facebook.com/pedipedfootwear) or follow us on Twitter and Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear) .