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pediped® Debuts More Big-Kid Sizes than Ever for Fall/Winter 2014

Henderson, Nev. (August 2014)— Award-winning pediped® debuts its Fall/Winter 2014 Collection offering over 100 new styles of American Podiatric Medical Association accepted footwear across its three signature lines: Originals®, Grip ‘n’ Go™, and Flex®. The collection highlights more than 90 Flex® styles now offered in larger sizes up to 36 (US Youth 4.5) along with 30 new machine washable styles.

Inspired by a child’s eagerness for fall adventure, the collection features a vast variety of Mary Janes, athletics, casual sneakers, and boots. Perfect footwear choices designed to cover every exciting occasion from back-to-school to holiday time, the winter wonderlands and beyond are offered. Top-selling *Giselle* is reinvented with chic black patent available in both a Mary Jane and fashion boot. Also added to the collection of fashion boots is *Kacie* and *Maggie*, and best-selling *Naomi boot* makes its anticipated debut into Grip ‘n’ Go™. More than ten cold weather boots with waterproof technology are highlighted including new color combinations in *Boulder*. The selection of machine washable athletics containing Ultra Light Technology™ adds six new styles.

Originals®

- The Originals® line of soft-soled, flexible infant shoes is recommended by pediatricians and podiatrists as the shoe’s design closely mimics barefoot walking. Each style is leather lined with a slip resistant leather sole.
- Fifteen new styles have been added this season. Highlights include *Becky*, a Mary Jane offered in on-trend corduroy and *Jasper*, an all leather sneaker style; bringing a little sparkle to the collection is the new *Delaney*. New styles *Jerome* and *Teddy* are stylish and comfortable options.
- The Originals® collection will retail for \$35-\$41 and is available in sizes newborn to 24 months.

Grip ‘n’ Go™

- The Grip ‘n’ Go™ line has special feature G2 Technology™, making it the perfect shoe for active toddlers transitioning from early walking to a confident stride.

- Size 18 is now available in Grip 'n' Go styles
- The innovative line of fashion boots grows this season with *Naomi* and *Kacie* along with the debut of *Rosa*, a stylish boot with faux fur lining. *Justin* and *Boulder* highlight the collection of rugged boots with waterproof technology.
- The Grip 'n' Go™ line will retail for \$48-\$52 and is available in sizes 18-23.

Flex®

- Flex® is the ultimate shoe for an established walker who has developed a confident, natural stride. The Flex® line offers more than 50 styles with maximum flexibility and comfort.
- New back-to-school options include *Sarah* and *Channing*, two all leather styles available in classic brown, navy, and black. *Frank* and *Becky* are machine washable options making them great for every day wear.
- The popular line of washable athletic shoes featuring Ultra Light Technology™ debuts *Mars*, a new style featuring flex grooves to support natural foot movement and heel cushioning. This line provides maximum flexibility while remaining light as air (5 oz. based on a size 27).
- The line of waterproof boots expands with new style *Justin*; Popular *Boulder* gets an update and is now available for girls and boys.
- The Flex® line will retail for \$39.95-\$80 and is available in sizes 20-36 (available sizes vary between styles).

The Fall/Winter 2014 Collection is now available for purchase (some boots will become available later in the season) online at www.pediped.com and also in select retail stores.

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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. 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. In 2014, the Footwear Industry Awards recognized pediped® as a finalist for Footwear Brand of the Year and Children's Footwear Brand of the Year. pediped® also earned a 2014 Family Choice Award and 1st place 2014 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 140 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 36 (US newborn to 4.5 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).