



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Hilary Abbott
Hilary Abbott Communications, Inc.
(770) 753-8144
hilary@hacommunications.com

-or-

Kelly Jensen
pediped®
(702) 352-2583
kellyj@pediped.com

**Children’s Footwear Company pediped® Honors Customer’s Memory with
“Kenadi” Boot and “Kolor for Kenadi” Donation Campaign**

Buyers of new Children’s Boot to Support Kenadi Jean Weis Foundation

HENDERSON, Nev. (September 2015)— pediped®, the award-winning children’s footwear company, introduces the Kenadi boot and in conjunction a corresponding support campaign for the Kenadi Jean Weis Foundation (www.teamkenadi.com). This beautiful brown boot was named after a young pediped customer, Kenadi Jean Weis, whose grandmother reached out to pediped for custom sized soft-soled shoes for her special needs daughter. Moved by the request, pediped developed an exclusive shoe just for Kenadi, who came to be known for her adorable pediped shoe collection.

Kenadi passed away unexpectedly in 2014 at the age of just 5-and-a-half. pediped named the boot in her memory, which embodies her fun and exceptional spirit. The boot features unique petals, colors and patterns, making it truly one-of-a-kind, just like Kenadi.

The boot is available to purchase for \$79 online at www.pediped.com and in select retail stores. Everyone who purchases a pair of Kenadi boots will receive a “Kolor for Kenadi” package that includes a postage-paid card featuring a butterfly to color and send back to pediped. All butterflies collected will be used to create a wall of honor for Kenadi at the pediped headquarters and the butterflies will ultimately be given to Kenadi’s family to keep forever. pediped will donate an extra dollar to the Kenadi Jean Weis Foundation for each butterfly returned to the company from now until January 31, 2016.

pediped is proudly donating to the Kenadi Jean Weis Foundation, which supports creating a world of acceptance, love and success for children of all abilities and their families.

“We are honored to support Kenadi’s foundation and her family with this effort,” said Angela Edgeworth, president of pediped. “She made an impression on us that we’ll never forget, so it’s our privilege to be able to call attention to her life while helping other deserving children and families.”

Generosity has and always will be a core value of pediped®. Since its founding in 2005, pediped® has been dedicated to bettering communities and enriching the lives of children. In 2010, the pediped® Foundation was established and since its inception has donated \$2.75 million in product and monetary support to charities around the world that are devoted to the health, education, and basic needs of children.

About Kenadi Jean Weis Foundation

Spearfish South-Dakota-base the Kenadi Jean Weis Foundation was founded in 2014. The non-profit foundation was created in memory of an amazing and beautiful little girl, Kenadi Jean who passed away unexpectedly at 5 1/2 years old. The mission of the Kenadi Jean Weis Foundation is to create a world of acceptance, love, and success for children of all abilities and their families. Monies raised through the Foundation assist special needs children and their families achieve fulfilled lives through support, resources, respite care, volunteerism, and advocacy. For more information visit www.teamkenadi.com. FOLLOW on Facebook at /Kenadi-Jean-Weis-Foundation

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](tel: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).