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pediped® Announces Official Shoe Naming Contest

Children's footwear brand will name a shoe after one of its greatest fans

Henderson, Nev. (December 2014)— Award-winning children's footwear brand pediped® will name a new style after one of its fans. Parents and caregivers around the world have the opportunity to submit their child's name for the chance at naming a pediped® shoe after him or her. The winning name will be used for a style in the pediped® Spring/Summer 2016 Collection. The contest will be hosted on Instagram and fans must follow @pedipedfootwear to participate.

To enter the contest, fans must post a picture of their child, with his or her name, and the reason why pediped® should name a shoe after him or her. The photo must be posted with the contest hashtag #namethatpediped and the pediped® Instagram account must be tagged as @pedipedfootwear.

"We are very excited to get our fans more involved in helping us name new styles", said founder Angela Edgeworth. "In the past we have used names that our customers recommended, and we have named styles after previous models and employee's children, but never after one of our biggest fans. I know my girls love having a shoe named after them. It's unique and exciting!"

Photo entries will be accepted until 11:59pm PST on January 11, 2015. The winner will receive a \$100 pediped gift card and a free pair of the style named. pediped® will announce the winner in February upon the official launch of the Spring/Summer 2015 Collection.

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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 Earnie Award for Best Footwear Brand, 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](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).