



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

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

-or-

Jenevieve Froncek  
pediped® footwear  
(702) 567-0311 Ext. 1030  
[Jenevieve@pediped.com](mailto:Jenevieve@pediped.com)

## **pediped® footwear Launches Spring/Summer 2020 Adventure Line with new colors and styles**

**The Adventure Line is water-safe, machine washable, eco-friendly and perfect for all outdoor activities.**

Henderson, NV (March 2020) – pediped®'s Adventure Line of high-quality shoes that are perfect for outdoor activities come in an array of new colors and styles. The Adventure Line offers eco-friendly, low-maintenance, water-safe shoes that are rugged and functional, yet provide the style and comfortable fit that pediped® is renowned for.

The Adventure Line is constructed with an eco-friendly, sustainable luxury microfiber that is formulated without any solvents during the manufacturing process. This process results in reduced carbon dioxide emissions, a reduction in water usage and less use of energy. Crafted using water-safe washable material, allowing kids to run, jump and play in all types of outdoor activities, while providing easy shoe cleanup for parents.



Style, comfort and durability go hand-in-hand with the new Adventure Line. This durable footwear includes a natural rubber sole, toe caps and Velcro straps. The natural rubber sole provides ultimate flexibility, and the toe caps protect feet and provide longer wear for active kids. Velcro straps keep the shoe securely in place while making it easy for kids to pull the shoe on and off. Just like all pediped® shoes, the Adventure Line is lightweight, comfortable and stylish.

The new Spring/Summer 2020 pediped® collection will be available at retail stores and online at [www.pediped.com](http://www.pediped.com) beginning February 2020. pediped® footwear's Adventure Line comes in EU sizes 20-36 (US sizes 5 Little Kids – 4.5 Youth), and retails for \$50-\$53 USD per pair.



#### **About pediped®**

pediped® Footwear was founded in 2005 by Angela and Brian Edgeworth in their quest for the perfect soft-soled shoe for their first daughter. 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.

pediped® footwear is sold in over 300 stores in the United States and worldwide with an offering of more than 120 designs for boys and girls between their three lines, *Originals*®, *Grip 'n' Go*™ and *Flex*®.

-*Originals*® (soft-soled shoes for newborns to age 2)

-*Grip 'n' Go*™ (thin rubber-soled shoes for children ages 9 months to 3 years)

-*Flex*® (rubber-soled shoes for children 1 to 6 years) are available in EU sizes ranging from 20 to 36.

###

For more information, visit [www.pediped.com](http://www.pediped.com) or call 1-702-567-0311. LIKE on Facebook at [/pedipedfootwear](https://www.facebook.com/pedipedfootwear) and follow on Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear).