



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

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

-or-

Jenevieve Froncek
(702) 567-0311 ext. 1030
Jenevieve@pediped.com

Summer 2020 Collection & The pediped® Footwear System

HENDERSON, Nev. (April 2020) – Award-winning children’s footwear brand pediped® debuts its latest collection of Summer footwear featuring 22+ new styles across its baby, toddler and big kid lines. The collection is highlighted by its fashion sandals featuring *Memory Foam Technology™* and its water-safe, rugged, machine-washable *Adventure Line*.

Whether a child is crawling, learning to walk, or running around, pediped® has a stylish shoe that fits comfortably and ensures healthy foot development. Each of the three footwear lines featured in the pediped® Footwear System is specially designed to meet the needs of a particular walking stage.

There is no greater foot accessory for babies than *pediped Originals®*. The littlest of toes will bloom with cuteness in the floral prints of the *Louisa Mary Janes* and petal patterned appliques of *Daisy* sandals. Fashion statements can be made in the vibrant colors of the *Gustan* sandals or casual cool of the *Dani* every day shoes. *pediped Originals®* are the best first shoe for beginning walkers. The soft leather, slip resistant outsole allows children to feel the floor while providing traction with every step.

Designed to move with a toddler’s wobbly steps, *pediped Grip ‘n’ Go™* feature rounded edges that eliminate tripping points for little feet as they master their walking abilities. As always, pediped® beautifully merges function and fashion. This can be seen in the chic colors of the *Nikki* and *Daisy* sandals as well as the color pops of the *Force* and *Cliff*.

Once children are walking with a confident stride, *pediped Flex®* provide the perfect blend of comfort, quality, and style for any big kid. The ever popular *Adventure Line* from pediped® are built for water, but rugged enough for everyday wear. The Adventure Line boasts 28 styles, each one ready to go wherever exploring feet can take them. The *Flex®* line is also home to the *Force* athletic shoe. The *Force* athletic styles are made with *Ultra Light Technology™* and are machine washable, sustainable and eco-friendly.

Continuing to make life easier for grown-ups, this Summer Collection by pediped® features over 50 machine washable styles. Every line of *pediped®* footwear is approved by the American Podiatric Medical Association, allowing children to always put their finest and healthiest foot forward.

The pediped® Footwear System:



pediped Originals®

- *pediped Originals*® are the first step in the pediped® Footwear System. Soft-soled and flexible, these shoes are recommended by pediatricians and podiatrists, as the design closely mimics barefoot walking, and does not force a child to change their natural stride. Each style is lined with a slip-resistant leather sole and includes pediped® patented signature hand-stitching, allowing for a breathable shoe.
- *Originals*® styles retail starting at \$39.95 and are available for children in sizes newborn to 24 months.

pediped Grip 'n' Go™

- *Grip 'n' Go*™ styles provide a smooth transition for children learning to walk with a more confident stride. The second step in the pediped® Footwear System, all *Grip 'n' Go*™ shoes include *G2 Technology*™, which contains a specialized soft rubber sole for additional cushion, rounded edges that mimic the natural shape of a foot to help with stability, a grip zone for additional traction, and a soft toe box that allows toes to curl and grip the floor. Varied styles come with additional features such as *Memory Foam Technology*™, and machine-washable capabilities.
- *Grip 'n' Go*™ styles retail starting at \$45 and are available in EU sizes 19-23, US 4-7 kids.

pediped Flex®

- The third, and final, step in the pediped® Footwear System is *Flex*®. For those who have developed a solid, natural stride, *Flex*® combines high quality materials and advanced technology to create the perfect, stylish choice for all-day comfortable wear. Most styles include the *Flex Fit System*™, which offers a customizable fit with the use of additional insoles, extending the life of a pair of shoes up to two months. To top it off, a cushioned arch support and flexible rubber soles ensure coziness and ongoing healthy foot development.
- *Flex*® styles retail starting at \$39.95 and are available in EU sizes 20-36, US 5 kids-4.5 youth (available sizes vary between styles).

The pediped® Summer 2020 Collection is now available for purchase online at www.pediped.com.

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.

###

pediped®

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 Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear).