



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

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

-or-

Kelly Jensen  
pediped®  
(702) 352-2583  
[kellyj@pediped.com](mailto:kellyj@pediped.com)

### **pediped® Gives \$13,000 to Schools as Part of *pediped® ♥ schools* Initiative**

*Annual school program gives parents yet another reason to shop the award-winning brand*

**Henderson, Nev. (June 2014)**— Charitable footwear brand, pediped®, announces the company will give \$13,000 back to over 200 schools enrolled into the *pediped® ♥ schools* program. Each school will receive a check for a 10% rebate on their total attributed purchases of pediped® footwear from May 15, 2013 to May 15, 2014. The top five performing schools will receive \$1,000 as an additional bonus.

*pediped® ♥ schools* is a one-of-a-kind giving campaign where participating education partners receive a check for 10% of their total combined purchases of pediped® each year. Individual schools can earn up to \$10,000 per year. pediped® is thrilled with the success of the program to date which receives positive feedback as it also brings awareness to the importance of helping schools get the things they need.

*pediped® ♥ schools* is currently accepting enrollment for the upcoming year. School officials and leaders of the PTO or PTA are encouraged to enroll their community's school along with parents and teachers. Upon enrollment, each school receives a unique code and those who purchase pediped® footwear should enter the code at checkout when shopping online at [pediped.com](http://pediped.com) or in any pediped owned boutique located in Las Vegas. pediped® tracks the purchases registered to each school's code to determine the amount of dollars earned. Purchases will be tracked now until May 15, 2015 and schools will receive checks for 10% back in June 2015.

Schools enrolled into the program are encouraged to visit [www.pediped.com/schoolsprogram](http://www.pediped.com/schoolsprogram) to track their earnings and print promotional aids to pass out to parents and caregivers to help spread the word of the program. pediped® will also provide electronic newsletters that can be shared through the school's online community as well.

Giving back 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. *pediped*® ♥ *schools* is yet another commitment of the company's continuing philanthropic efforts.

Please visit [www.pediped.com/pedipedschools](http://www.pediped.com/pedipedschools) to enroll your school today.

### **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® 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.

pediped® footwear 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 their three lines, Originals®, Grip 'n' Go™ and Flex®. Their award winning footwear is available in EU sizes 17 to 36 (US newborn to 4.5 Youth). 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 Twitter and Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear).