



FOR IMMEDIATE RELEASE

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## **pediped® Debuts Spring/Summer 2014 Collection with Over 70 New Styles and Color Combinations**

*Collection highlights Memory Foam Technology™, water-safe Adventure Line and machine washable athletics*

**Henderson, Nev. (February 2014)**—pediped® launches its Spring/Summer 2014 Collection of American Podiatric Medical Association accepted footwear. The collection offers more than 70 new styles and color combinations across its three signature lines: Originals®, Grip 'n' Go™ and Flex®.

The collection highlights over 20 styles designed with a water-friendly material that is machine washable. Two new styles have been added to the water-safe, eco-friendly Adventure Line, *Shoreline* and *Shorebet*; and best-selling *Sahara* is now available for girls. *Riddell* and *Orion*, two athletic styles featuring Ultra Light Technology™ debut in both Grip 'n' Go™ and Flex®. Memory Foam Technology™ highlights 10 new styles across Grip 'n' Go™ and Flex®.

### **Originals®**

- Originals® feature flexible, soft-soles recommended by pediatricians and podiatrists as the shoe's design closely mimics barefoot walking.
- 12 new styles have been added this season. Highlighting the collection is *Louisa* and *Lacee* for a brighter wardrobe, and *Isabella* and *Betty* cover signature styles. For boys, *Martin* is an ultra breathable choice for outdoor adventures.
- Originals® will retail at \$35 and are available for children in sizes newborn to 24 months.

### **Grip 'n' Go™**

- Grip 'n' Go™ is made with all the benefits of Originals®, but a special feature G2 Technology™ is added to help a toddler stay balanced while transitioning into a confident stride.
- The collection highlights Memory Foam Technology™ in five new styles: *Mirabella*, *Lacee*, *Tori*, *Martin*, and *Brice*. Also new to Grip 'n' Go is *Riddell* and *Orion*, two athletic styles that are machine washable and water-safe.

- Grip 'n' Go™ will be priced at \$39 or \$48 and is available in EU sizes 19-23, US kids 4-7.

### **Flex®**

- Flex® is the ultimate shoe for confident walkers who have developed a natural stride. Flex® offers more than 50 styles available in a variety of sandals, Mary Janes, ballet flats, athletics, and casual wear that feature a color palette of pastels, bright neon, classic browns and signature black.
- Popular as ever, the water-safe, eco-friendly Adventure Line expands with over 10 new styles and color combinations. Featuring pops of bright colors, the *Sahara* and *Shorebet* make their debut for girls alongside *Shoreline* for boys.
- The innovative line of machine washable athletics, made with Ultra Light Technology™, expands with six new styles and color combinations. Featuring flex grooves to support natural foot movement and heel cushion for added comfort, maximum flexibility is achieved all while remaining light as air.
- Flex® styles range in price from \$48 to \$57 and are available in EU sizes 20-36, US 5 kids- 4.5 youth (available sizes vary between styles).

The pediped® Spring/Summer 2014 Collection is now available for purchase online at [www.pediped.com](http://www.pediped.com) and in select retail stores.

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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® 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®. Originals®, Grip 'n' Go™ and Flex® are available in EU sizes ranging from 17 to 36. For more information, visit [www.pediped.com](http://www.pediped.com) or call 1-702-567-0311. LIKE us on Facebook at [/pedipedfootwear](https://www.facebook.com/pedipedfootwear) or follow us on Twitter and Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear) .