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**FOR IMMEDIATE RELEASE**

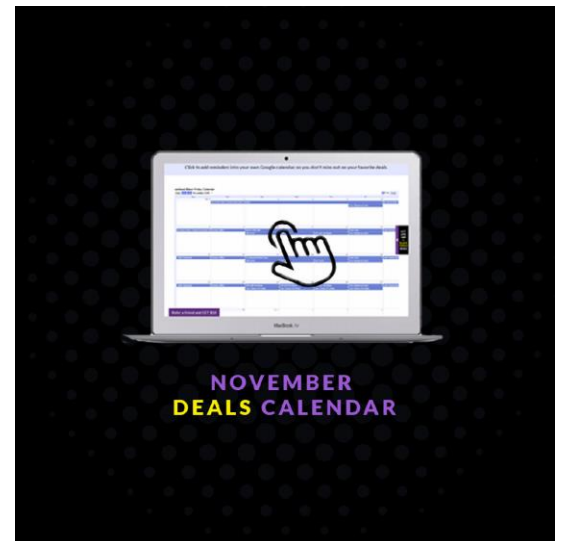
**November 9,  
2020**

**Prep for Black Friday with the pediped® Sale Calendar**

*For the first time ever, pediped.com is sharing their month-long Black Friday sale details ahead of time!*

**HENDERSON, NV** – pediped® is in the giving mood this season! Things are a little different this year, so pediped® is making gift giving and discount shopping easy for you! With the launch of their Black Friday Sale Calendar, shoppers are able to see all of the month-long deals and details NOW, to help plan out their Black Friday shopping this year. One of the best features about the pediped® Sale Calendar is not only that you can click on each day to find out details about the sale, but you can also add the events to your own Google calendar as a reminder! With so many sales and coupon code offers happening all month long, you'll be happy to have reminders handy on your favorite sales and events!

pediped® will also have Mystery Discounts galore for our subscribers ONLY, so be sure to sign up for our emails and texts to gain VIP access to every single offer this month! We have BOGO's, 3x Rewards Days, Gift with Purchase events, Free shipping and more Coupon Codes than ever before, on our entire collection of kids shoes, from baby to big kids! Gift giving has never been simpler or more practical. Skip the mask-wearing lines while you cross off your gift list from home, with pediped.com!



You can visit <https://www.pediped.com/blackfridaydeals> to view and add any event into your own Google calendars! Our sale details are also listed here for quick reference:

Every Monday this month:

- *Mystery Offer! Visit pediped.com every Monday to find multiple Mystery Codes available*

Every Friday this month:

- *By Invite Only | Email Subscribers Events: 24 Hour Flash Sales with coupon codes*  
- *For Everyone: 24 Hours Free Shipping code*

Every weekend this month:

- *Wild Weekend Offers | Coupon codes to stack on sale prices*

11/10-13: BOGO 50% off Code + Gift w Purchase Item 1

11/17-19: 3x Rewards Points Days + Gift w Purchase Item 2

**- more -**

11/24-26: Stack your Codes | Multiple codes offered + Gift w Purchase Item 3

11/27: Black Friday Blowout | Shop with stackable codes + Free shipping

Cyber Monday Special: Visit [pediped.com](http://pediped.com) on Cyber Monday to reveal the deals

Not just adorable on little feet, all pediped® shoes have also been officially recognized by the American Podiatric Medical Association (APMA) as being beneficial for children's growing feet. pediped® developed its 2020 Fall/Winter collection with foot health and wearability in mind. Some standout styles are featured below:

**Originals®: For Baby (Newborn to 2 years)**

- The soft flexible leather soles of **Originals®** are recommended by pediatricians and podiatrists. The design closely mimics barefoot walking, and does not force a child to change his/her natural stride. Each style features a slip-resistant leather sole and includes pediped® patented signature hand-stitching, allowing for a breathable shoe.
- **Originals®** styles retail starting at \$39.95 (full price) and are available for children in sizes newborn to 24 months.



(Originals® styles from left to right): Isabella Red (\$41.95, now \$29), Rosa Silver (\$41.95), Art Robot (\$39.95), Watson Earth (\$39.95)

**Grip 'n' Go™: For Toddler (Children 9 month to 3 years)**

- **Grip 'n' Go™** styles provide a smooth transition for children learning to walk with a more confident stride. All **Grip 'n' Go™** shoes include **G2 Technology™**, which includes 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 kids 4-7.



(Grip 'N' Go™ styles from left to right): Betty Champagne (\$52), Rosa Silver (\$54), Dani Earth Dino (\$48.95), Watson Earth (\$52.95)

Visit <https://www.pediped.com/toddler> for 70+ Fall/Winter styles and colors for toddlers!

- more -

**Flex® For Confident Walkers (Children 1 to 9+ years)**

- For those who have developed a solid, natural stride, **Flex**<sup>®</sup> combines high quality materials and advanced technology to create the perfect, stylish choice for all-day comfortable wear. All closed toe styles include the **Flex Fit System**<sup>™</sup>, 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**<sup>®</sup> styles retail starting at \$39.95 and are available in EU sizes 20-36/ US 5 kids-4.5 youth (available sizes vary by styles).



(Flex<sup>®</sup> styles from left to right): Logan Silver (\$59.95) Dani Silver (\$56.95), Dani Earth Dino (\$56.95) Force Black (\$60)

Visit <https://www.pediped.com/bigkid> for 80+ Fall/Winter styles and colors for your confident walkers!

To view the entire collection of Fall/Winter shoe styles and colors, visit <https://www.pediped.com>

#### **About pediped<sup>®</sup>**

pediped<sup>®</sup> 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<sup>®</sup> Footwear has been awarded the American Podiatric Medical Association Seal of Acceptance for the promotion of healthy foot development.

pediped<sup>®</sup> footwear is sold in over 200 stores in the United States and worldwide with an offering of more than 120 designs for boys and girls between their three lines, *Originals*<sup>®</sup>, *Grip 'n' Go*<sup>™</sup> and *Flex*<sup>®</sup>.

-*Originals*<sup>®</sup> (soft-soled shoes for newborns to age 2)

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

-*Flex*<sup>®</sup> (rubber-soled shoes for children 1 to 9+ years) are available in EU sizes ranging from 20 to 36.

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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).