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**FOR IMMEDIATE RELEASE**

January 8, 2021

**Save BIG at the pediped® Semi-Annual Sale**

*Get a head start on your little one's next shoe size at the pediped.com Semi-Annual Sale!*

**HENDERSON, NV** – Cost-conscious consumers who want top notch footwear for their children at a fraction of normal prices don't have to wait any longer to shop! The can't-miss deals start Monday, 1/25 at pediped.com as part of this year's pediped® Semi-Annual Sale and run through January 25<sup>th</sup>. The sale includes shoes, boots, Maryjane's, and even sandals for newborn to big kids! Prices will be close to factory costs for this sale, you don't want to miss 35-60% off Top Sellers!

Offer beginning January 11: 3 pairs for \$80, select styles

Offer beginning January 18: 50% off coupon, select styles

The pediped® Semi-Annual Sale is always highly anticipated by customers because they know they are able to get some of our best products at deeply discounted prices. This year we've slashed prices on everything from our best-selling **Flex®** Naomi Boot for Kids to **Originals®** Fleece-lined Booties for Baby! Consumers can also stock up on accessories like socks, tights, and leggings, so head over to [www.pediped.com/semi-annual](http://www.pediped.com/semi-annual) to check out all the great deals included in this year's sale.

**About pediped® Footwear Categories:**

**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 and are available for children in sizes newborn to 24 months.  
Visit <https://www.pediped.com/cribshoes> for 40+ Baby Soft Sole styles and colors!

**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.  
Visit <https://www.pediped.com/toddler> for 50+ Toddler Rubber sole 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®** 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™**, 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 by styles).

Visit [pediped.com/bigkid](http://pediped.com/bigkid) for 50+ Rubber Sole styles and colors for your confident walkers!

To view the entire pediped® collection, visit [pediped.com](http://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 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®*, *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 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).