



Rachelle Kuramoto
kigo footwear
rachelle@kigofootwear.com
404-452-0912

kigo footwear Engages Bill Cochran from Active Outdoors Group as Sales Representation

Team to Represent kigo footwear in Midwest

July 27, 2011, Atlanta, GA – kigo, footwear for the barefoot lifestyle and minimalist athletics, has engaged Bill Cochran from Active Outdoors Group to represent the kigo brand in the Midwest, including Ohio, Michigan, Indiana and Kentucky. Bill brings more than 25 years of experience in active and outdoor specialty, including tenures as both a retailer and as a representative. Today, Active Outdoors Group handles a strong catalog of complimentary brands including Helly Hansen, Sherpa Adventure Gear and Pau Hana Paddleboards.

“The Midwest is really progressive when it comes to activities like natural running and SUP. It is indicative of the mindset in that region, and our new offerings straddle the key athletic, outdoor and lifestyle categories really well,” said Jan Kuramoto, co-founder of kigo footwear. “Having Bill represent kigo makes a lot of sense. He is knowledgeable, experienced and invested in the segments that fit kigo so well.”

With Cochran at the helm, Active Outdoors Group actively represents some of the leading names in snow, outdoor, running and cycling. With a first-hand knowledge of the retail side and established relationships throughout the Midwest, Cochran will apply a successful track record of strengthening product offerings in key markets to being a part of the growing kigo footwear brand.

About kigo footwear

kigo is footwear for the barefoot lifestyle and minimalist athletics. Shoes that are stylish enough for everyday wear, sturdy enough for athletics and almost as lightweight and flexible as bare make kigo footwear the shoe of choice for barefoot lifestyle. Every kigo footwear offering is constructed to be as good for the Earth as for the body, with responsible construction that features lightweight, durable post-

consumer and non-toxic materials. View kigo footwear Look Books at <http://issuu.com/kigofootwear> and for more information, please visit us at www.kigofootwear.com.

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