



Rachelle Kuramoto  
Director of Marketing, kigo footwear  
404.452.0912  
rachel@kigofootwear.com

## **kigo footwear Selected as Top Ten Finalist in British Airways Face of Opportunity Event**

### *Votes Needed for a Chance to Present for Top Award*

**December 9, 2010 Atlanta, GA** – Formed and financed by a trio of female entrepreneurs, [kigo footwear](#) has been a unique small business story since its debut in late 2009. Between launching in a down economy and working to be a miniscule but formative presence in the rapidly solidifying minimalist footwear category, kigo footwear has found unique ways to build both the company and its product offerings.

The company story and 2011 strategies were shared as part of the British Airways (BA) Face of Opportunity Contest. kigo footwear is excited to be named one of the Top Ten finalists in the competition.

Thanks to votes from customers and friends, kigo footwear was selected from thousands of entrants to be assessed by a panel of small business experts. Based on that judging, kigo footwear has been named to an elite group of ten companies eligible to win a BA Travel Grant - airfare for ten round-trip international business class flights to support company efforts to offer well made, stylish and durable eco-friendly minimalist footwear by working directly with design teams and meet with key international contacts.

Only three companies out of this Top Ten group will get the chance to present for the Travel Grant. Presentations will occur as part of a networking event taking place in New York and London in February. The panel of judges will include business leaders Bill Rancic, Bethenny Frankel and Barbara Corcoran, who have entrepreneurial success stories of their own.

“We couldn’t be more honored by this amazing opportunity,” said Rachelle Kuramoto, co-founder of kigo footwear. “We’re all about learning, growing and listening. This is huge for kigo and hopefully for the growing minimalist category, and we’re counting on everybody to show the love!”

– more –

To earn the opportunity to present, kigo footwear must be one of the top three vote recipients during the one-week voting period that begins December 10, 2010. We are asking for your help:

- Please take a second each day to click “vote” for kigo footwear at <http://www.faceofopportunity.com/gallery?id=914>.
- Help us take this viral! Pass this on to anyone who loves a good success story, and who would appreciate a great pair of stylish minimalist shoes – they work as well for outdoor and athletics, as for travel and everyday wear.

You can vote daily between December 10 and December 17. Voting only takes a moment (you don't have to watch the video over and over). A win for kigo footwear will be a win for our team, the category, retailers and customers. Thank you for your help!

### **About kigo footwear**

kigo footwear is stylish, eco-friendly minimalist footwear for athletics and everyday wear. The kigo team strives to provide comfortable shoes that are stylish enough for everyday wear, sturdy enough for athletics and constructed to be as good for the Earth as for the body. Each kigo shoe is thoughtfully and responsibly constructed of lightweight eco-friendly materials, including removable EVA insoles, breathable, stain/water resistant uppers and flexible, high-density rubber outsoles. For more information, please visit us at [www.kigofootwear.com](http://www.kigofootwear.com).

*Become a fan of kigo footwear: <http://www.facebook.com/kigo.footwear>*

*Follow kigo footwear on Twitter: <http://www.twitter.com/kigofootwear>*

###