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kigo footwear Sponsors The Dusty Camel Pacific Crest Trail Hike

Trek to Raise Funds for Wildlife Conservation Generates Sponsorship Among Mission Focused Outdoor Companies

October 26, 2010, Atlanta, GA – Three adventurers-philanthropists, together known as The Dusty Camel (aka TDC), are preparing to launch a long distance hike of the Pacific Crest Trail. This first TDC trek is dedicated to raising funds to protect Americas wild spaces with the help of Freedom to Roam, an organization that brings together the best in business, government and conservation to raise awareness and commitment to wildlife corridors and connected landscapes. A non-profit as well, TDC is equipped to hike in support of Freedom to Roam by a select group of sponsors that includes kigo footwear, along with other mission-focused organizations in the Outdoor industry.

kigo footwear is a line of versatile eco-friendly minimalist shoes that are ideal for lightweight hiking and camp wear. The shoes feature breathable, water resistant upper materials and a flexible, slip-free high-density rubber outsole. As a TDC sponsor, the kigo team will provide the hikers with the footwear they need to safely and comfortably traverse wet and dry conditions on and off the trail.

“When we met The Dusty Camel team, and heard about their bold trek, sponsorship was a no-brainer,” said Rachelle Kuramoto, co-founder of kigo footwear. “Our missions align perfectly. At kigo, we are committed to providing a needed product while having fun, enjoying the camaraderie of our team and caring for our world, and it’s really exciting to hit all three of those goals in the process of working with The Dusty Camel. We’re proud of these guys and excited to be a part of their journey.”

Like the original three-member kigo footwear team, the three people who are TDC joined and are bound by a shared love of the outdoors, travel and doing good. The team met while hiking the Appalachian Trail, and forged abiding friendships based on their shared love of conserving the outdoors. The TDC team is comprised of:

- Ian (aka “Dusty”) is a certified EMT, Red Cross Responder, culinary genius and climber.
- Andy (aka “Camel”) is a journalist, producer, athlete and musician.
- Dave (aka “Tarzan”) is the wild man of the bunch. A former Army diver, Dave is a skilled swimmer and ‘do anything’ kind of outdoorsman.

“We three have been so lucky to experience nature first-hand,” said Ian Mangiardi, co-founder of The Dusty Camel. “We’re using our experiences and passions to promote conservation of the wild spaces in which we adventure. Thanks to companies like kigo footwear, we’ll be able to inspire more people to get into nature, to enjoy it and to preserve it.”

Over the course of the hike, the TDC team will share their story as a means to inspire others to experience the outdoors and motivate conservation. They will raise money, marathon style, from individuals and corporations via their Web site, www.thedustycamel.org. Fundraising has already begun, and preparations can be followed on the TDC adventure blog called The Camel Chronicles, and via video on the Web site. The trek will launch on April 18, 2011.

About The Dusty Camel

Visit The Dusty Camel at <http://www.thedustycamel.org>, where you can meet the team, learn more about their partnership with Freedom to Roam, monitor their progress, buy logo items to support the mission, and learn more about the sponsors. Visit The Dusty Camel at Outdoor Retailer Winter show, January 20-23 in Salt Lake City.

To become a fan of The Dusty Camel, visit: <http://www.facebook.com/thedustycamel>

To follow The Dusty Camel on Twitter, visit: <http://www.twitter.com/thedustycamel>

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.

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