



Rachelle Kuramoto
Director of Marketing, kigo footwear
404.452.0912
rachelle@kigofootwear.com
-OR-
Fast Trax Run & Ski Shop
780.469.9292
fasttraxskishop@shaw.ca

Fast Trax Run & Ski Shop Enhances Footwear Offerings with kigo footwear

Specialty Retailer Brings Durable Eco-friendly Minimalist Shoe Line to Canada

July 02, 2010, Edmonton, Alberta – Fast Trax Run & Ski Shop is the exclusive provider of running and ski gear in Edmonton. The company carries an extensive variety of equipment and events to promote and support a dynamic lifestyle, whether through running, skiing or other activities. The company has added kigo footwear to their gear offerings, becoming the first retailer in Canada to carry the growing shoe line. kigo footwear is eco-friendly minimalist shoes that are stylish enough for everyday wear and durable enough for athletics and outdoor activities. The company is gaining increased awareness as durable, versatile footwear, especially among active individuals.

“Fast Trax always seeks to bring our customers the best gear to support the active lifestyle, regardless of sport or season,” said Jack Cook, owner of Fast Trax Run & Ski Shop. “We’ve seen a huge amount of excitement for minimalist footwear, and we think our customers will respond well to kigo footwear because of composition, durability, style and price point.”

kigo footwear shoes are designed with lightweight, water-resistant materials and a slip-free flexible outsole, which offers a protected barefoot feel when worn. The design also creates easy portability. A unique foldable outsole and compressible materials make the shoes ideal for transitional footwear, travel or sport activities.

“More and more active people are realizing the benefits of being barefoot or wearing lightweight shoes,” said Jan Kuramoto, CEO of kigo footwear. “kigo footwear is a versatile minimalist shoe option, and we are happy to give people a durable option that works great for everyday and athletic activities, and offers amazing portability thanks to super lightweight construction.”

– more –

Fast Trax will offer customers the new kigo footwear edge style. This unisex slip on provides full foot coverage to keep water and debris out, and strong minimalist construction. The shoes feature elements like a roomy toe box and a deep cut, stretchy foot hole to make it a good option for barefoot athletics, even in cold climates. An average shoe weight of approximately 5 ounces and flexible outsole provide superior portability. The designs offered begin with grey, and are accented with orange or green color panels. The shoes are designed to stretch on the foot and to soften slightly as they are broken in. Sizes range from a women's size 6 to 14, and men's size 4.5 to 12.5.

About Fast Trax Run & Ski Shop

Fast Trax combines quality equipment with free gait analysis, shoe testing and training advice. At Fast Trax we not only help you select the right product, we help you maximize your experience with training, technique, massage therapy, core strength and nutritional advice.

Visit Fast Trax Run & Ski Shop online at <http://www.fasttraxskishop.com>.

To become a fan of Fast Trax Run & Ski, visit:
<http://www.facebook.com/group.php?gid=5097744141&ref=ts>

About kigo footwear

kigo footwear is stylish, eco-friendly minimalist footwear for barefoot 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.

To become a fan of kigo footwear, visit: <http://www.facebook.com/kigo.footwear>

To follow kigo footwear on Twitter, visit: www.twitter.com/kigofootwear

###