



Rachelle Kuramoto  
Director of Marketing, kigo footwear  
404.452.0912  
rachelle@kigofootwear.com  
-OR-  
Rebecca Green  
Solid Nutrition Success  
480-907-5606  
solidnutrition@hotmail.com

## **kigo footwear and Fitness Road Wellness Center Offer Stylish Minimalist Shoes as Part of Healthy Lifestyle Solutions**

*Health and Treatment Center Joins a Growing List of Retailers Offering kigo footwear Shoes*

**May 7, 2010, Tempe, AZ and Atlanta, GA** – Fitness Road Wellness Center is a respected source of nutrition, education and treatment resources for individuals dealing with diabetes, obesity and heart disease. The company has added kigo footwear to their wellness and fitness resources, becoming the first retailer in Arizona for the growing shoe line. kigo footwear, eco-friendly minimalist shoes that are stylish enough for everyday wear and durable enough for athletics, is gaining increased awareness as a comfortable, versatile and healthy footwear option.

“We have carried minimalist shoes for some time now, and offer them to our customers as a real, everyday part of their wellness routine,” said Rebecca Green, Certified Nutrition Consultant with Fitness Road Wellness Center. “Because kigo footwear is styled like a traditional shoe, yet provides the flexibility and strengthening of being barefoot, it’s a perfect resource for our clients who want a minimalist shoe they can wear all the time, and not just for workouts.”

kigo footwear shoes are designed with lightweight, water-resistant materials and a slip-free flexible outsole, which offers a protected barefoot feel when worn, and easy portability for ready comfort. A unique foldable outsole and compressible materials make the shoes highly portable and ideal for women and men who travel, commute or enjoy sport activities.

– more –

Fitness Road Wellness Center will offer customers two kigo footwear styles; each designed to be stylish, eco-friendly and extremely lightweight. The kigo shel is an athletic, unisex slip-on and the kigo star is a Mary Jane style for women. 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/men's size 4.5, to women's size 13/men's size 11.5.

"More and more therapists, doctors and athletes are touting the wellness 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 support the aims and resources that Fitness Road Wellness Center provides to its clients."

### **About Fitness Road Wellness Center**

The stated aim of the Fitness Road Wellness Center is to provide its clients and customers with the common sense programs, products and information needed to motivate and empower positive change in health and create control of life. To accomplish that goal, the company offers a common sense approach to being healthy and fit. That approach includes a top-of-the-line group of medical, fitness and transportation advisors, as well as products to inspire and support lasting fitness and health. Find Fitness Road Wellness Center online at <http://www.fitnessroad.com>.

### **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](http://www.kigofootwear.com).

To become a fan of kigo footwear, visit: <http://www.facebook.com/pages/kigo-footwear/108337055798?ref=ts>

To follow kigo footwear on Twitter, visit: [www.twitter.com/kigofootwear](http://www.twitter.com/kigofootwear)

###