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kigo footwear Sponsors Zulu Racing Frogtown Trail Challenge

February 16, 2011, Atlanta, GA – For trail racing enthusiasts in Georgia, the Frogtown Trail Challenge lives up to its motto, “Not your Mama’s Trail Race.” Filled with massive vertical climbs, opportunities for repelling, 1.2 miles of shallow river racing and an unmatched level of camaraderie among the racers, The Frogtown Trail Series is a special event. The Spring race, held on March 12, 2011 will be no exception. kigo footwear is excited to be among a stellar lineup of companies sponsoring the event.

In addition to being a fun, challenging event, Frogtown is a special event because proceeds raised support LCM Africa and the Zulu and Xhosa people of South Africa. Zulu Racing Company of Atlanta puts on the event bi-yearly as a part of its mission outreach to these groups. This event is particularly special because some of the funds raised will be earmarked to launch a running club and assist with building a track for the villages of ZwaZulu in Natal, South Africa. On a local scale, proceeds will support Big Peach Outreach efforts to combat obesity and inactivity through physical activity.

“The whole kigo team is so excited to be a part of the Frogtown event,” said kigo footwear co-founder Rachelle Kuramoto. “This is a perfect event. It celebrates the glory of the trail, the physical effort of racing, and the importance of mission and outreach. We share a commitment to all of these things and feel so lucky to be a part of the event.”

kigo footwear is a line of versatile eco-friendly minimalist shoes that are ideal for running and hiking. The shoes feature breathable, water resistant upper materials and a flexible, slip-free high-density rubber outsole. The popular curv and edge lines feature a sleek look and lightweight feel, with a per shoe weight of approximately five ounces. The shoes are responsibly constructed of quality eco-friendly materials including post-consumer uppers and liners, water-based adhesives, non-toxic dyes and water resistant treatments, and recycled and biodegradable packaging.

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The Frogtown Trail Challenge will take place on Saturday March 12, 2011 in Cumming Georgia. Registration is capped at 500 participants, and can be found at <http://www.zuluracing.com/frogtown>. GPS coordinates for the race start are 34.30963-84.22100.

About Zulu Racing

Zulu Racing provides complete, professional race timing services and finish line management. Based in Atlanta, Georgia, Zulu Racing handles events of any size. The professional, friendly Zulu Racing staff will ensure that you are pleased with our results. Zulu conventional timing method consists of chutes, pull tag and/or place cards. We also offer more sophisticated timing using the new MYLAPS Bib Tag Timing System.

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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