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kigo footwear and Good for the Soles Forge Retail Partnership

Natural Running Center Offers Education and Tools for Runners and Walkers

April 26, 2011, Northampton, MA and Atlanta, GA – The growing adoption of minimalist footwear and natural running has created a new category of fitness specialty retailer. Massachusetts based Good for the Soles opens the weekend of April 30 as one of the forerunners of this movement. The center will provide education, events and resources for individuals seeking natural motion techniques and high quality minimalist footwear options, including kigo footwear, a brand recognized for superior lightweight construction, sole flexibility and durability.

Launched by husband and wife team Tim and Jill Murphy, avid runners, Good for the Soles is a central resource for runners and walkers of all experience levels. The team is part of a growing cooperative of minimalist and natural running specialists that also includes Dr. Mark Cucazzella of Two Rivers Treads and Patton Gleason of NaturalRunningStore.com.

“We are so excited to be opening the first store dedicated entirely to the needs of minimalist runners and walkers in the Northeast. As minimalist runners ourselves, we can relate to the common response of the people who have been writing and talking to us, which is, ‘It’s about time!’,” said Jill Murphy, co-owner of Good for the Soles. “It’s been a pleasure working with kigo and the other vendors because they’re just as passionate about the natural running movement as we are. We feel so lucky to have found such an amazing location in beautiful downtown Northampton – it’s a great community with so much to offer!”

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A carefully assembled inventory of minimalist footwear is a big part of accomplishing the goals of the center. Good for the Soles includes kigo footwear in its selection, which also includes Altra

Running, Newton Running and Inov-8. kigo footwear is designed for the customer who is seeking an affordable, durable, stylish and super lightweight minimalist option that can be worn for athletic and everyday activities.

“We are excited and proud to be a part of this growing commitment to minimalist education and resources,” said Jan Kuramoto, co-founder of kigo footwear. “We created kigo footwear to satisfy a need in a way that is fun and accessible, and that mission aligns with Good for the Soles beautifully.”

Good for the Soles offers the kigo footwear edge and curv styles. The edge is a unisex slip on that provides full foot coverage to keep water and debris out, and strong minimalist construction. The curv is a chic lightweight Mary Jane style shoe designed specifically for women. Both styles of shoes feature elements like a fully flexible midsole and less than two millimeter differential to the heel, supportive and breathable upper, and per shoe average weight of between five and six ounces. The shoes are designed to stretch on the foot and to soften slightly for a custom fit.

About Good for the Soles

Good for the Soles is a one-stop retail and education center. Minimalists of all abilities can learn how to run and walk naturally in a safe and effective way, interact with others who share their passion for natural running and walking, and obtain the footwear and supplies they need to meet their short- and long-term running and walking goals. Visit <http://www.goodforthesoles.com> for more information.

Become a fan of Good for the Soles: <http://www.facebook.com/good4thesoles>

Follow Good for the Soles on Twitter: <http://twitter.com/#!/GoodForTheSoles>

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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