



Rachelle Kuramoto  
Director of Marketing, kigo footwear  
404.452.0912  
rachelle@kigofootwear.com  
-OR-  
Kendra Snow  
252.261.0274  
kendra@kena-activewear.com

### **kigo footwear Partners with Kena Activewear**

#### *Online Retailer Specializes in Eco-friendly Products for Active Women*

**May 2, 2011, Kitty Hawk, NC and Atlanta, GA** – Kena Activewear is a unique breed of retailer. Located online at kinaonline.com, the store specializes in the things that mean the most to active women; namely, beautifully made, eco-friendly products that work well for athletics and are stylish enough for every day. Launching initially with its house lines of bamboo runner tees, Kena Activewear has added its first outside offerings, including kigo footwear, eco-friendly minimalist footwear that is designed to be good for the Earth and the body.

Kena Activewear was founded to provide fun, functional clothes to inspire and support active lives. To accomplish that goal, founder Kendra Snow initially developed a line of sustainable active wear shirts for women with bits of inspiration, feminine styling and versatile wearability. With the success of that offering, the company has begun to add to its offerings, including the kigo footwear curv style.

“We are so excited to partner with Kigo Footwear to offer their stylish, eco-friendly minimalist shoes to our customers,” said Kena Activewear founder Kendra Snow. “We are committed to finding products from companies that inspire us and resonate with our core values. Kigo is a great find.”

– more –

The kigo footwear curv is a chic lightweight Mary Jane style shoe designed specifically for women. The shoe offers durability for athletics, paired with styling for everyday wear. Considered a minimalist shoe, the curv features a thin and fully flexible, puncture resistant outsole, supportive and breathable upper, and per shoe average weight of approximately five ounces. Pretty grey colors, paired with contrast stitching give the shoes a versatile style.

“As a team of women, some of us moms and all of us athletic and active, we’re so pleased to be a part of what Kena Activewear is doing,” said kigo footwear co-founder Jan Kuramoto. “That the company is dedicated to sustainability and a healthy, active lifestyle makes this partnership even better.”

### **About Kena Activewear**

At Kena we make and sell clothes for active lives. Fun, functional clothes to live your life in. We believe that passionate, inspired lives happen by being active and engaged. It is our goal with our products to inspire others to be active and engaged. As a 35 year old woman who has just trained for and completed her first half marathon, and the mother of three young daughters who is always engaged in non-competitive child chasing, the inspiration for Kena comes directly from my own passions and experiences. Visit Kena Activewear at <http://www.kenaonline.com>.

*Become a fan of Kena Activewear: <http://www.facebook.com/KenaActivewear>*

*Follow Kena Activewear on Twitter: <http://twitter.com/#!/KenaActivewear>*

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

*Become a fan of kigo footwear: <http://www.facebook.com/kigo.footwear>*

*Follow kigo footwear on Twitter: [www.twitter.com/kigofootwear](http://www.twitter.com/kigofootwear)*

###