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NaturalRunningStore.com Pioneers a New Breed of Specialty Running

*Natural Running Technique and Product Resource Launches
with Focus on Expert Education and Minimalist Brands Including kigo footwear*

January 12, 2011, McKinney, TX and Atlanta, GA – As natural running gains steam among longtime runners and newbies alike, it has brought about a need for education and resources. With the promise of less impact on the body and a more joyful, free athletic experience, natural running is gaining steam but also creating the need for training. NaturalRunningStore.com launches with the start of the New Year to provide both.

Led by specialty running industry veteran and accomplished running coach, Patton Gleason, NaturalRunningStore.com is a two-fold endeavor. The first piece is education, provided to make sure that the transition from traditional running shoes to minimalist options is a smart one, made gradually with the right attention paid to the needs and responses of the body to the new footwear and stride techniques. The second piece is a carefully assembled offering of minimalist resources for natural running. This selection will include kigo footwear, a line of versatile minimalist shoes that are durable enough for athletics but stylish enough for everyday wear.

“Natural running is a joyous, freeing experience,” said Gleason. “But just because it ultimately can be euphoric, it’s important to know that getting there can be a process. Like any athletic effort, natural running requires learning proper technique. We’re here to provide information and teach people what they need to know to run safely, so they can run for their whole lifetime.”

– more –

NaturalRunningStore.com has added kigo footwear to its carefully assembled selection of lightweight, flexible natural motion footwear. The store will also carry Netwon Running, Terra Plana, GoLite, Altra Running, Inov-8 and additional lines, each of which brings a unique specialty element to the customer. kigo footwear is designed for the runner who is seeking an affordable, durable, stylish and super lightweight minimalist option.

With a fully flexible one-point-five millimeter 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, kigos offer a protected, stable, lightweight feel. The composition blends certified non-toxic elements, such as water based adhesives and eco-friendly dyes, with post-consumer textiles including CYCLEPET, an upper fabric made from recycled plastic jugs.

“We are thrilled and honored to be one of the launch lines for NaturalRunningStore.com, said Jan Kuramoto, co-founder of kigo footwear. “It’s so exciting to partner with a retail specialist that is adding so much to the passion and education that is driving the minimalist footwear space.”

NaturalRunningStore.com 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 roomy upper and a deep cut, stretchy foot hole to make it a good option for everyday wear or athletics. The designs offered are grey with colorful accents. The shoes are designed to stretch on the foot and to soften slightly for a custom fit.

About NaturalRunningStore.com

NaturalRunningStore.com (<http://www.naturalrunningstore.com>) was inspired by the idea that running is an inherently natural and technique based activity. By providing a revolutionary combination of running education resources and the most complete assortment of natural running products and services, the team at NaturalRunningStore.com is committed to empowering athletes to take complete control of their running experience. At NaturalRunningStore.com, you will find a community that believes you were born to run, born to be happy and born to have a pretty epic life.

Become a fan of NaturalRunningStore.com:

<http://www.facebook.com/NaturalRunningStore>

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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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