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Revolution Natural Running and Walking Center Offers a Medical Approach to Minimalist Footwear and Natural Running

Run by Certified Pedorthist, Company Offers Fitting, Education and Leading Brands Including kigo footwear

June 8, 2011, Wauwatosa, WI and Atlanta, GA – The year 2011 rapidly is becoming the Year of Natural Running in the athletic footwear market. Articles are released weekly, extolling the importance of identifying the proper gait for every individual runner, and of matching that form to the proper footwear. Just outside of Milwaukee, the new Revolution Natural Running and Walking Center is one of the first retail locations in the U.S. to blend a medical approach to natural running and proper minimalist footwear tools, including kigo footwear.

Led by certified Pedorthist Kyle Roberts, Revolution Natural Running and Walking Center blends health care expertise and running knowledge to assist runners and walkers of all ages and abilities to stay active and injury free. The center is also dedicated to helping athletes of all levels to improve performance. To accomplish those goals, Revolution provides analysis, training and tools including a carefully assembled offering of the most technically minimalist shoes. The selection includes becoming the first retailer in the state to offer kigo footwear, a line of versatile minimalist shoes that are durable enough for athletics and stylish enough for everyday wear.

“Revolution is proud to be the first store in the Milwaukee area to carry kigo shoes,” said Kyle Roberts, owner of Revolution Natural Running and Walking Center. “They’re the perfect shoe whether you’re on the trail or running to the grocery store, and they’re already generating an incredible amount of interest and excitement with our customers. We are thrilled to partner with kigo to bring these terrific minimalist shoes to people throughout the Midwest.”

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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 five ounces, kigos offer a protected, stable, lightweight feel for walking and running. 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.

“Natural running and walking are known to be really user-friendly fitness activities, and experts like Revolution are one of the biggest reasons why,” said Jan Kuramoto, co-founder of kigo footwear. “Natural motion is medically proven to be easier on the body and to enhance performance. Add to it the joy and freedom that comes from moving the way your body is designed to, and this is the best option for fitness. We’re thrilled that kigo footwear is a tool to help that happen.”

Revolution Natural Running and Walking Center will launch with 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 Revolution Natural Running and Walking Center

Revolution Natural Running and Walking Center is the Midwest’s first shoe store dedicated to minimalist footwear for runners and walkers of all ages, abilities, and experience levels. With a certified pedorthist on staff, Revolution blends their health care expertise with their fitness knowledge to educate active individuals of all ages and abilities find the right shoe to help improve performance and stay injury free.

The store also offers state of the art video gait analysis, clinics on how to transition to minimalism and tips on injury prevention and gait flaws and demonstrations to eliminate excessive heel striking. Revolution is located at 117th and North Avenue in Wauwatosa, Wisconsin. For more information, visit www.revolutionnaturalrunning.com.

Become a fan of Revolution: <http://www.facebook.com/pages/Revolution-Natural-Running-Walking-Center/182763895105913>

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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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