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kigo footwear Sponsors Big Peach Outreach S3 Program

Minimalist Footwear Company Provides Shoes for Global Outreach Event in South Africa

June 16, 2010, Atlanta, GA – kigo footwear has joined with Big Peach Outreach (BPO) to provide minimalist footwear to individuals in need through the BPO S3 Program. The partnership between kigo footwear and BPO, the corporate responsibility arm of Big Peach Running Company, has its roots in a shared Atlanta home market but kicked off with a global reach, providing resources and touching lives with an event in South Africa.

The S3 Project is the first program initiated by Big Peach Outreach that is mobile and specifically service oriented. The project is designed to provide immediate and direct engagement with the community, whether in Atlanta or in other areas throughout the world. S3, which stands for *Shoes, Shirts & Service*, embodies the mission of Big Peach Running Company to serve its community by sharing unaccounted for and overabundant recycled shoes and race shirts.

Since the inception of kigo footwear, the company's founders have declared corporate core values of being inventive, fun and most importantly, aware. Those values are brought to life daily as members of the company strive to maintain the company mission to *provide a needed product while having fun, enjoying the camaraderie of our team and caring for our world.*

"When we read about the Big Peach Outreach S3 project, we felt immediately connected to their goals and mission, and reached out to them to offer resources that they could pass along," said Jan Kuramoto, CEO of kigo footwear. "It has been exciting and inspiring to see the S3 Project at work, and we're thrilled to have been able to put shoes on feet in South Africa."

The event in South Africa was led by Atlanta-based Zulu Racing Company, which approached BPO for assistance through the S3 Project. As a result, children and adults were given shoes and shirts, and were brought together for a 5K and relay.

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"Reaching out to people in South Africa shows how the S3 Project is striving to have a global impact," said Karlos Walkes, President of the S3 Project. "By teaming up with kigo and Zulu Racing, the S3 Project spread positivity and love to places seemingly out of its reach. This effort is yet another example of how those that care to share can unite to become a force for giving."

Sixty pairs of kigo footwear minimalist shoes were given through the Zulu Racing S3 Project. Photos of the effort and its inspiring results can be found at: <http://framework.net/viewer/sa2010/race/>



"kigo mamas with Mike Buckelew"



"Maxwell and Mike with kigos"

About Big Peach Outreach

Big Peach Outreach (BPO) marks the beginning of Big Peach Running Company's (BPRC) goal to gear up its community service efforts. BPO will establish and headline BPRC's commitment to service in the Atlanta area. BPO will seek to establish BPRC as a dedicated partner with those trying to help improve our city. This will involve cooperation and collaboration with various community groups. Individually, their purpose will maintain a distinct and separate focus of contribution. Find Big Peach Running Company on the Web at <http://www.bigpeachrunningco.com>.

About kigo footwear

kigo footwear is stylish, eco-friendly minimalist footwear for barefoot 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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