

## **END Footwear Launches Road Running and Water Shoes**

*END Footwear, a performance footwear company focused on sustainability, launches its second season with a complete line of road running and water shoes for Spring 2009, adding to its early introduction of trail and hiking footwear in Fall 2008.*

**Feb. 12, 2009** - [PRLog](#) -- END Footwear, a performance footwear company focused on sustainability, launches its second season with a complete line of innovative road running and water shoes for Spring 2009, adding to its early introduction of trail running and light hiking footwear in Fall 2008. With this announcement, END now has almost 100 retail doors with orders placed for Spring 2009 in the U.S. and Canada, including major online distribution.

“We are excited and proud to be one of the first END Footwear retailers selling the entire performance line covering road, water, trail, and everything in between,” said Mark McKnight, Marketing Director for RockCreek.com. “The time is right for performance brands to consider the environment prior to all other business factors. END’s innovative designs, materials and brand philosophy is exactly what is needed to push the industry forward.”

The END Footwear Spring 2009 line: END adds three new styles for men (two road running and one water) and four new styles for women (three road running and one water). END continues pushing the industry with more recycled materials, improved sourcing, less waste, and a return to craftsmanship in the development and manufacturing process.

Women specific last and platform: END’s road running shoes for women are built specifically for her narrower and lower volume foot shape, unique body structure and running biomechanics. A man’s shoe simply does not work as well for women.

What is a water shoe, you ask? “I designed our new water shoes specifically for running through streams, pounding a creek bed and jumping ocean waves”, says Andrew Estey, END Creative Engine and CEO, “I encourage owners of our new Women’s LOL (Laugh Out Loud) and Men’s WOW (Walk On Water) to leave their socks at home!” Designed on our Trail Running Platform, END strategically placed drain ports in the midsole and outsole to allow water to flow out and the uppers to dry quickly.

END Footwear initially showcased its full line at The Running Event last November and at Outdoor Retailer Winter Market in January. The brand was recently invited to exhibit at the Fleet Feet Sport’s National Franchise Conference and the Grassroots Outdoor Alliance Early Buying Show in June. “It’s a privilege for any brand to be offered these opportunities. Being invited to both shows so early in our history is very exciting. Fleet Feet and the Grassroots Outdoor Alliance are the cream of the crop of American retailers - I hope that this is the beginning of a fruitful partnership for all parties,” says Jay Peery, Director of U.S. Sales. Fleet Feet Sports, Inc. is the largest franchise of specialty running stores in the U.S. with over 90 storefronts and membership in the Grassroots Outdoor Alliance has grown to 33 individual outdoor specialty retailers.

About END (environmentally neutral design)

Founded in 2007 by award-winning shoe designer Andrew Estey, END questions every component of design to minimize the environmental footprint of its products. END is an outside footwear company that has built a culture around forward motion and doing more with less. As a catalyst for change in running footwear, END was profiled in the Runner’s World November 2008 “Green Issue” as an industry leader for changing the way footwear is designed and manufactured. To download a copy of this article, please visit:

[www.endfootwear.com/resources/public/downloads/pdf/RW1108\\_green.pdf](http://www.endfootwear.com/resources/public/downloads/pdf/RW1108_green.pdf). For more information about END Footwear, visit the Web site at [www.endfootwear.com](http://www.endfootwear.com).

If you would like more information about END Footwear please contact Paul Curran at 503.686.8928 or email at [paul@endfootwear.com](mailto:paul@endfootwear.com)

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