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## **Newton Running and Soles4Souls Launch the Ignite Program to help Track & Cross Country Teams at Underprivileged High Schools in the U.S.**

**BOULDER, Colorado —February 27, 2017** – Today, Newton Running & Soles4Souls announced the launch of a new initiative called the Ignite Program to help underprivileged high school track and cross country teams around the United States.

The Ignite Program is designed to help students find a passion for running by providing them access to running shoes, coaching and support. During the spring track season this year, Newton Running will provide new shoes to each member of the track team at six high schools. The program will expand in the fall with cross country and additional schools. The Ignite Program is an expansion of Newton Running's original mission of using running as a "force for good" by igniting confidence, health and a sense of community in young individuals in underserved high schools.

The launch of the Ignite Program coincides with Newton Running's 10-year Anniversary celebration. Newton was founded with a commitment to give back to those who are less fortunate. "We are honored to partner with Soles4Souls to launch the Ignite Program to inspire and support young runners. Since we launched in 2007, Newton Running has believed strongly in the quote *"To whom much is given, much is required."* We have seen how running has changed the lives of so many and we are honored to be a part of a powerful transformation in these students' lives," said Wendy Lee, Director of Social Responsibility at Newton Running.

"It's because of great companies like Newton Running that we can continue to provide relief abroad and right here in the United States through something that is often overlooked: a good pair of shoes," says Buddy Teaster, President and CEO of Soles4Souls. "I am an avid runner myself, so to be able to provide the basic tools to help these children continue in their passion is very meaningful to me."

The first six participating schools include:

- The Howard School in Chattanooga, TN
- Flandreau Indian School in Flandreau, SD
- Broadmoor High School, Baton Rouge, LA
- Tara High School, Baton Rouge, LA
- Weequahic High School in Newark, NJ
- Conrad High School in Dallas, TX

Gary Westberry, Head of Athletics at Weequahic High School in Newark, said, "Weequahic High School boys & girls track teams were New Jersey Group 1 Track & Field Champions in the 2015-2016 school year. In the school year 2016-2017, the school budgeted for \$8,000.00 to cover equipment and supplies for all of its sponsored sports. With the limited funds, the school was not able to provide the track team members with the proper footwear to



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compete. Then out of nowhere, Soles4Souls and Newton Running came to the rescue. As part of the Ignite Program, Newton provided 81 pairs of cross training and performance shoes to dress all my boys and girls track members for the cross country, indoor track, and outdoor track seasons. Thank you to Sole4Souls and Newton Running for this great opportunity."

Kelley Woodard, a community volunteer coordinator at The Howard School in Chattanooga said, "Having consistent partnerships with people and companies who want to support underserved students in achieving their dreams and overcoming daily life obstacles is crucial to our students' success. Thank you for including us in your Ignite Program."

Learn more about Newton Running's commitment to social responsibility at <http://www.newtonrunning.com/pages/about-us/>

Learn more about Soles4Souls and their impact around the globe at <https://soles4souls.org/>.



*Newton Running Ambassadors Tiger Vo and Maria Reed visit the track team at Conrad High School in Dallas, Texas on Friday, February 17, 2017 to deliver shoes and provide a run form clinic as part of the Ignite Program.*



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#### **About Newton Running:**

Newton Running, based in Boulder, CO, is a leading manufacturer and marketer of performance running shoes for runners of all types, from first-time runners to seasoned marathoners. Newton Running's patented Action/Reaction™ Technology provides dynamic full foot cushioning and lightweight cushioning. Newton Running shoes are available at hundreds of specialty retailers across the country and around the world and at [www.NewtonRunning.com](http://www.NewtonRunning.com). Launched in 2007, the Company was named after Sir Isaac Newton and Newton's third law, which is the technology that has made Newton Running shoes renowned. As a certified B Corporation, Newton Running is committed to and recognized for a higher level of accountability, sustainability and philanthropy.

#### **About Soles4Souls**

Soles4Souls disrupts the cycle of poverty by creating jobs and providing relief through the distribution of shoes and clothing around the world. Headquartered in Nashville, Tennessee, the organization repurposes product to supply its micro-enterprise, disaster relief and direct assistance programs. Since 2006, it has distributed more than 30 million pairs of shoes in 127 countries. A nonprofit social enterprise, Soles4Souls earns more than half of its income and commits 100% of donations to programs. Visit [soles4souls.org](http://soles4souls.org) for more information.