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Newton Running partners with Trickle Up to empower women in Guatemala to overcome extreme poverty

BOULDER, Colorado —February 17, 2016— Newton Running and Trickle Up announced a unique expansion to their partnership today. With the expertise of Trickle Up, an organization committed to empowering the world's poorest people, Newton Running is sponsoring a group of women in Lachua, Guatemala to help them overcome extreme poverty and become active members of their village. In Guatemala, 9 million people live in extreme poverty on less than \$1.25 a day. With the support of Newton Running and Trickle Up, women will build small businesses and social connections so they can better feed their families, save for the future, and find a voice in their households and communities.

Over the next 18 months, Newton Running and Trickle Up will be following four individuals on their journey out of extreme poverty. Together, Newton Running and Trickle Up created a website to feature the stories of Hilda, Rutilia, Elvira, Mirna, and their Trickle Up savings group in Santa Cruz el Nacimiento, a small enclave in Lachua, Guatemala. Visit www.trickleup.org/newton to learn more about the campaign. The site will feature updates on the women's' triumphs and challenges as they confront extreme poverty by coming together in savings groups to share advice, save for the future, and motivate each other. Newton Running will be sharing the progress of this effort, and asking customers to share what motivates them with the hashtag #runwithpurpose.

Since 1979, Trickle Up has been providing the very poorest people with seed capital grants, skills training and coaching, and the support they need to create small businesses. Newton Running has been helping Trickle Up fight global poverty since 2009 by supporting them to deliver enterprising, innovative solutions for people living in extreme poverty.

Newton was founded with a commitment to give back to those who are less fortunate. "Newton believes strongly in the old adage "To whom much is given, much is required." With this inspiration and guidance, we are proud to support the great work of Trickle Up and we are grateful for our opportunity to help move the women of Lachua, Guatemala to greater economic self-sufficiency and connection within their community," said Wendy Lee, Vice President of Social Responsibility at Newton Running.

Learn more about this partnership, women, stories and community here:
<http://trickleup.org/newton>

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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. Newton Running launched in 2007 by Jerry Lee and Danny Abshire. 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. Learn more at www.newtonrunning.com.

About Trickle Up:

Founded in 1979, Trickle Up's (TU) singular focus is unleashing the potential of the poorest, hardest to reach women on earth, people not otherwise served by government or nonprofits. TU has provided hundreds of thousands of women with business training, seed capital to start or expand a business, and guidance on how to set up and manage a savings group. Trickle Up works in West Africa, North Africa, India and Latin America, with regional offices located in Guatemala, Burkina Faso and India, and headquarters in New York City. Learn more at www.trickleup.org.