



3655 FRONTIER AVE.  
BOULDER, CO 80301  
NEWTONRUNNING.COM

TELEPHONE: 303.442.1113  
FAX: 303.557.0677  
TOLL FREE: 877.860.7695

## **Newton Running Signs New England & World Marathon Challenge Runner Becca Pizzi**

**BOULDER, Colorado —May 20, 2016—** Newton Running and Boston resident Becca Pizzi announced a partnership today, building an alliance between two passionate leaders in the running space.

Becca Pizzi is a New England native, mother, runner, small business owner, coach and motivational speaker. Pizzi drew national attention in January 2016 when she became the first American woman to complete seven marathons on seven continents in seven days. Dubbed the World Marathon Challenge, Pizzi completed 26.2-mile runs in Antarctica, South America, North America, Europe, Africa, Asia, and Australia over seven consecutive days. Pizzi has run 45 marathons, including 15 Boston Marathons.

“Becca represents the best of Newton Running. She’s a passionate runner who is always looking for better....better performance, active community engagement, smarter training philosophy, pushing personal limits and more,” said Joe O’Neill, CEO at Newton Running.

Pizzi said, “I’m thrilled to formally become part of the Newton Running family. I love running in Newtons, specifically the Women’s Kismet, because the ride feels active, peppy and responsive, unlike any other shoe. I look forward to many more miles with Newton Running.”

A favorite shoe of elite runners and triathletes worldwide, Newton Running launched in 2007 with the goal of helping to make every stride better. Newton Running’s patented Action/Reaction™ Technology creates a responsive, trampoline-like cushioning system that provides quicker bounce-back and loses less energy than a traditional foam-core running shoe. The level platform aligns with the human body and puts a runner in a position to run most naturally and efficiently. Newton Running shoes are sold at Specialty Running Stores around the world, as well as select online distribution partners and [www.NewtonRunning.com](http://www.NewtonRunning.com).

---

### **PR Contact: Newton Running**

Erin Kersten  
Director of Marketing  
[erin@newtonrunning.com](mailto:erin@newtonrunning.com)

### **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). 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 inspiration behind 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.