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## **Newton Running to launch #Extraordinary campaign to feature its Athletes and Ambassadors**

**BOULDER, Colorado —June 30, 2016—** Newton Running announced a new campaign dubbed #Extraordinary to share the stories of Newton athletes and ambassadors doing #Extraordinary things.

The campaign will feature stories of Newton athletes and ambassadors who have accomplished #Extraordinary personal and athletic feats. They are each uniquely driven in their pursuits. Some have overcome extreme obstacles. Some are fathers, mothers, coaches and more. Some are empowered to support a charitable organization that's close to their heart. Every other week over the next six months, Newton will publish a unique story on its blog and social outlets highlighting each individual's motivations, inspirations and challenges, as well as athletic and personal accomplishments.

While we all can't compete in the summer Olympics, win countless races, or have a story to tell of overcoming an extreme obstacle, we each are dreaming, undertaking and pursuing big and small #Extraordinary wins in our own lives. Throughout the campaign, Newton will ask its followers to share their own #Extraordinary stories.

Some of the Newton athletes and ambassadors to be featured include:

- John Maclean
- Becca Pizzi
- Van McCarthy
- Brent & Kyle Pease
- Bo Parrish
- Gareth Evans

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### **About Newton Running:**

[Newton Running](http://www.NewtonRunning.com), 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.