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

BOULDER, Colorado —June 28, 2016— Newton Running and Trickle Up shared progress from their unique partnership today. Together, Newton Running and Trickle Up have been supporting a group of women in Guatemala with the goal of helping the women in this village overcome extreme poverty by creating their own small businesses. Updated stories on the personal progress of these women launched on the Trickle Up website today at trickleup.org/newton.

Having just completed their first year in the Trickle Up program, the Flor de Santa Cruz savings group has received training in livelihoods development, financial literacy, and women's health. Like any business owner, they've faced challenges and setbacks, but are now earning a more reliable income. They have begun small businesses, generated more income for their families, learned to save for the future, and become more resilient. They have also become more confident by joining together in support and friendship. Here's a snapshot of the personal progress of four of the women in the Flor de Santa Cruz savings group:

- **Mirna:** Mirna started a business buying and selling *corte*, the typical skirt worn by Mayan Q'eqchi women. Mirna is the president of the Flor de Santa Cruz savings group. Her dream is to study nursing and she hopes to use the profits from her business to continue her education.
- **Rutilia:** After completing the livelihood trainings, Rutilia had planned to start a business selling vegetables, but she soon discovered this wasn't profitable. She switched to selling chicken meat, and diversified her income by also selling clothes which increased her resilience to market fluctuations.
- **Elvira:** With her \$75 seed grant, Elvira decided to sell clothes in her community. Formerly very shy, selling door-to-door has increased her confidence and made her more comfortable talking to customers and fellow participants.
- **Hilda:** After joining the Trickle Up program and savings group, Hilda decided to sell children's clothing for her new business. She received training on how to get it off the ground, set prices for buying and selling goods, and keeping financial records. She is the keeper of the lockbox for the savings group.

Newton Running is asking customers to share what motivates them with a campaign hashtag #runwithpurpose. Follow the complete partnership and stories at <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.

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.