

Newton Running Releases 2016 Chicago Special Edition Shoe

BOULDER, Colorado —September 8, 2016— Newton Running announced the release of a special edition shoe to celebrate the city of Chicago. The 2016 Chicago Special Edition Aha will be sold exclusively at the Newton Running booth at the Chicago Marathon Expo and on www.newtonrunning.com beginning in early October 2016.

Inspired by the Chicago flag, the shoe features bold blocks of the infamous white and blue stripes, along with four red stars on the medial side, and the iconic Chicago skyline on the lateral side.

"We are confident our passionate fan base will love the look of the Newton Running 2016 Chicago Special Edition Aha whether they are racing the Chicago Marathon or they call Chicago home," says Erin Kersten, Director of Marketing at Newton Running. "Newton will continue to develop a series of creative special edition shoes as more and more consumers look for commemorative items to celebrate their race achievement or further connect them to their favorite performance and lifestyle brands."

The 2016 Chicago Special Edition Aha is built on the Aha platform, giving runners Newton's unique Action/Reaction Technology in a peppy, cushioned ride. Features include:

- 5-lug P.O.P 3 platform
- Neutral cushioning
- One piece seamless engineered upper
- Biomechanical metatarsal sensor plate
- Weight: 7.4 oz (W), 9.0 oz (M)
- Drop 6.0mm

The 2016 Chicago Special Edition Aha retails for \$125.





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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 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.