

## Newton Running Releases 2016 New York City Special Edition Shoe

**BOULDER, Colorado —October 11, 2016—** Newton Running announced the release of a special edition shoe to celebrate New York City. The 2016 New York City Special Edition Aha will be sold exclusively at the Newton Running booth at the New York City Marathon Expo, Paragon Sports and on [www.newtonrunning.com](http://www.newtonrunning.com) beginning in mid-October 2016.

"We are excited to see our 2016 New York City Special Edition shoe on the streets of that great city. We are confident our passionate fan base will love the unique and bold design," says Erin Kersten, Director of Marketing at Newton Running. "We think this special edition shoe, in particular, speaks to consumers who are looking for a commemorative item to celebrate their race achievement or connect them to their favorite performance and lifestyle brands."

The 2016 New York City 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 New York City 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



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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.