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## **Newton Running to Participate in Soles4Souls #Barefoot4Them Day on October 14**

**BOULDER, Colorado —October 11, 2016—** Newton Running announced that it will encourage employees, retailers and customers to join them in participating in #Barefoot4Them with partner Soles4Souls. #Barefoot4Them will take place on October 14, 2016 and is intended to raise awareness for those around the world suffering from poverty and lack of proper footwear. The campaign challenges everyone to go without shoes for a single day.

Newton Running will engage consumers and retailers via a social media campaign by asking followers to share their #Barefoot4Them photos. For each photo tagged #Barefoot4Them and @NewtonRunning on October 14, 2016, Newton Running will donate a pair of shoes to Soles4Souls.

Learn more here: <https://soles4souls.org/barefoot4them/>

Soles4Souls is a not-for-profit global social enterprise committed to fighting poverty through the collection and distribution of shoes and clothing. Since 2006 Soles4Souls has collected and distributed 26 million pairs of shoes to those in need in 127 countries around the world and all 50 states in the U.S. Soles4Souls also focuses on a micro-enterprise model which provides entrepreneurs the ability to start small businesses by providing them with a steady supply of high-quality, low-cost product (donated shoes) and a powerful and sustainable way for people to lift themselves and their families out of poverty. Soles4Souls was officially formed as a 501(c)(3) non-profit in 2006.

Newton Running was founded on the mission of giving back. Each year, Newton Running donates more than 5,000 pairs of shoes and employees average 24 volunteer hours each. Newton Running remains committed to serving a number of charities including BreastCancer.org, Trickle Up and One World Running. Newton Running is the first running shoe company to achieve B Corp status. This certification exemplifies a company's commitment to meeting rigorous standards of social and environmental performance, accountability and transparency based on assessment from the non-profit B Lab.

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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](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.