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Newton Running and Trickle Up empower more women in Guatemala to overcome extreme poverty

BOULDER, Colorado —March 22, 2017— Newton Running and Trickle Up doubled the impact of their partnership today by working to transform the lives of women living in extreme poverty in a new community – Tamahú, Guatemala. In Guatemala, 9 million people live in extreme poverty on less than \$1.90 a day. With the support of Newton Running and Trickle Up, women will build small businesses and social connections so they can better feed their families, save for the future, and find a voice in their households and communities.

With the expertise of Trickle Up, an organization committed to empowering the world's poorest people, Newton Running sponsored a group of women in Lachua, Guatemala to help them overcome extreme poverty. Over the next 18 months, Newton Running and Trickle Up will be following three individuals on their journey out of extreme poverty as part of the Rio Jolomche savings group. Together, Newton Running and Trickle Up will feature the stories of Carmelina, Aurora, and Petronila in Jolomche, a small enclave in Tamahú, Guatemala. Visit www.trickleup.org/newton to learn more about the campaign. The site will feature updates on the women's' triumphs and challenges as they confront extreme poverty. Newton Running will be sharing the progress of this effort, and asking customers to share what motivates them with the hashtag #runwithpurpose.

Below is a snapshot of the women we will be following over the next 18 months as they embark on their journey towards self-sufficiency:

Carmelina Xol Toc has six children, two of whom have suffered from untreated epilepsy their entire lives. Carmelina can't afford anti-seizure medicine for her two sons as her family doesn't even have enough to cover their basic needs like food.

Aurora Beb Caal's nine-person household struggles to afford enough food to eat for three months of the year. They aren't able to buy medicine or clothes, and they are sometimes forced to borrow money from their neighbors to purchase other necessities.

Petronila Och Tipol's mud wall home is at risk of collapsing entirely: one side of the house became flooded after the ground behind it collapsed. Her family can't afford to eat for months of the year and they don't have the resources to rebuild their house without going into extreme debt.

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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 is a global development organization combating extreme poverty by tapping into the power and resiliency of the world's poorest, most vulnerable people so they can achieve a better quality of life. Trickle Up works in Africa, India, and the Americas, with offices in Guatemala, Burkina Faso, India, and New York City.