

From: Nancy Trent/Pamela Wadler
Trent & Company, Inc.
594 Broadway, Suite 305
New York, NY 10012
212-966-0024
pam@trentandcompany.com



For: SPIbelt

FOR IMMEDIATE RELEASE

SPIBELT HIGHLIGHTS NEW ACCESSORIES AND STYLES FOR THE RUNNER'S LIFESTYLE AT AUSTIN CONVENTION CENTER

The company behind the must-have runner's accessory will be at booth #1124 showcasing its latest styles at The Running Event 2022

AUSTIN, Texas - SPIbelt, the company that makes carrying your belongings easier on the run is excited to again join The Running Event in Austin to highlight its best new styles for runners, on and off the trail. The anticipated convention for specialty running retailers and race directors to seek out innovative solutions and products will take place at the Austin Convention Center Nov. 29 through Dec. 1, 2022. Attendees can visit the SPIbelt team at Booth #1124 to experience the versatility of the long-time favorite runner's belt as well as the brand's latest lifestyle belts, bags, and athleisure accessories for travel, comfort, and any on-the-go activity. SPIbelt's booth is considered the lounge of the event, including a bar, activities, and music, plus they're official sponsors.

"Every year we look forward to setting up at The Running Event. Since I started SPIbelt, we have felt a great place in the running community and are excited to see it continue to grow as more and more individuals discover the magic of hitting the road, track, trail, or treadmill," said SPIbelt founder Kim Overton, an entrepreneur and former MTV dancer. "As a runner myself, the original SPIbelt helped me find my perfect stride, and now, as we expand to more colors, styles, and sizes – including my personal favorite crossbody bag – we're making the runner's accessory ideal for every adventure, outing, or travel experience."

The "Small Personal Item" belt is the original running belt intentionally designed to keep your personal items safe and secure with a design that is bounce-free, chafe-free, and expandable. While Overton initially made the SPIbelt to be a lightweight, compact belt for people to wear during a workout, she adapted the belt's features for medical use, to help those specifically with Type 1 diabetes to discreetly carry their lifesaving devices during their workout and any time of day.

At The Running Event, attendees will be able to see SPIbelt's latest new designs, patterns, and the crossbody bag, which is the ideal athleisure accessory for traveling, work, or wherever life takes you!

SPIbelt provides a carrying solution for essentials during running or other physical activity, grocery trips, work commutes, casual date night, travel with or without children, concerts and festivals, tailgating, and much more. It's available in adult and kids' sizes in more than 40 countries and widely praised by industry and lifestyle experts.

The SPIbelt is available in a variety of runner retail stores and online at spibelt.com.

For more on SPIbelt visit spibelt.com, and follow on [Facebook](#) and [Instagram](#).

###

EDITOR'S NOTE: For more information about SPIbelt and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

From: Nancy Trent/Pamela Wadler
Trent & Company, Inc.
594 Broadway - Suite 901
New York, NY 10012
212-966-0024



For: SPIbelt

FOR IMMEDIATE RELEASE

HOW THIS TEXAS BUSINESSWOMAN TOOK THE FITNESS APPAREL INDUSTRY BY STORM AND IS MAKING A DIFFERENCE FOR COMMUNITIES WITH MEDICAL NEEDS

SPIbelt® (Small Personal Item Belt) is the original running belt. Intentionally designed to keep your personal items safe, discreet, and secure—without being distracting—SPIbelt is the only one of its kind that is bounce-free and chafe-free, and expandable. Created by runner, entrepreneur and former MTV dancer, [Kim Overton](#), the first SPIbelt was made in 2006 in Overton's Austin, TX apartment. Now, the SPIbelt is available in over 40 countries, widely praised by industry and lifestyle experts.

How it began...

It all started in 2006 when Founder, Kim Overton, went for a run with nowhere to comfortably hold her key. Overton says, "While jogging with my key tucked into my bra top, I thought, "There's got to be a better way. I went home that day and assembled the first small personal item belt in red. A few months and iterations of the belt later, I chose the name, filed the patents and trademarks and officially set up shop in my downtown apartment in Austin in February of 2007."

How SPIbelt has grown...

Since then, SPIbelt has expanded their product line with new original developments including the SPI H2O Venture Series hydration belt, the Diabetic Insulin Pump Belt, the SPI Messenger Bag, and other innovative products that help solve minor everyday and serious lifesaving issues. With SPIbelt's international success, its headquarters remain in Austin, Texas where the majority of SPIbelt's products are still being handmade, maintaining the heart and soul of the company, and its continued innovations.



SPIbelt Founder & CEO, Kim Overton

Overton's business has continued to soar, making her a sought after thought leader for women in business everywhere. On her beginnings, Overton says, "I've been an inventor and entrepreneur as far back as I can remember. As a kid I held bake sales, garage sales, and even threw a carnival in my neighborhood that was featured in a local paper in Austin. I was also a competitive gymnast from a child through high school. If you had told me back then that one day I would own a company in the fitness industry, I probably would not have been surprised."

Overton's approach to business has always been rooted in using her platform and resources to support communities at large. As CEO, Overton launched SPIbelt's #T1DSPI program, which not only provides a 50% Discount medical SPIbelts (that keep insulin pumps secure and on person at all times) to children with a new Type 1 diagnosis, but also offers words of experience from parents and children in the T1D community. This is in addition to SPIbelt's continued partnerships with Beyond Type 1 (BT1), founded by Nick Jonas who has been living with Type 1 Diabetes since the age of thirteen, as well

as involvement with the Juvenile Diabetes Research Foundation (JDRF), which raises awareness and educates others on life with Type 1 diabetes. Finally, SPIbelt's community diabetes outreach extends to the Children's Diabetes Camp of Central Texas, Camp Bluebonnet, which they have sponsored for the past 4 years and provide a SPIbelt to each camper every year.

For more on SPIbelt visit spibelt.com, and follow on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

###

EDITOR'S NOTE: For more information about SPIbelt and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

From: Nancy Trent/Pamela Wadler
Trent & Company, Inc.
594 Broadway - Suite 901
New York, NY 10012
212-966-0024



For: SPIbelt

FOR IMMEDIATE RELEASE

MADE BY RUNNERS FOR RUNNERS:
SPIBELT IS THE ORIGINAL SMALL PERSONAL ITEM BELT DESIGNED TO EFFORTLESSLY HOLD YOUR ITEMS DURING ANY ACTIVITY

Named "Best of Running" by Active.com at The Running Event (TRE)



Austin, TX – SPIbelt® (Small Personal Item Belt) is the original running belt made by a runner for runners. Intentionally designed to keep your personal items safe, discreet, and secure—without being distracting—SPIbelt is the only one of its kind that is bounce-free and chafe-free, weather-resistant, and expandable. SPIbelt's expandable pocket comfortably holds your keys, wallet, phone and other items, while its size-inclusive adjustable elastic band creates the perfect fit around your waist.

SPIbelt's products are widely praised by marathon runners. When running long races, armbands can only hold your phone, are prone to slip, chafe, collect sweat, and makes one arm heavier than the other. SPIbelt is a more sleek, low-profile way to carry your essential race day items that's lightweight and doesn't bounce around, and even features loops to hold gel packs for runners to re-fuel on-the-run. SPIbelt is the ideal belt for marathons, or 5k, or 10k, or half marathons, and ultra-marathons.

SPIbelt offers a wide variety of products for runners, including:

- **The Original SPIbelt:** The Original SPIbelt is perfect for holding your smartphone as well as keys, ID, headphones, cash, credit cards, or even a passport. Wear it while running, working out, jamming out at a music festival, or traveling the world! It's lightweight, bounce-free, and can be worn under or over your clothing. Compatible with phones up to 6 1/2" long, including the iPhone 11, iPhone X, Google Pixel 3a, and Galaxy S10.
- **Large Pocket SPIbelt:** The Large Pocket SPIbelt expands to hold larger smartphones; including the iPhone 11 Plus, and Galaxy Note S10 Plus. This fitness belt is called one of the best running belts for marathon runners, but its use doesn't stop there. It is perfect for walking, working out, travel, medical needs, and more. It keeps all your exercise accessories, headphones, keys, ID, and credit cards safe, secure, and close at hand. The Large Pocket SPIbelt expands to carry what you need.

- **SPIbelt Flex:** The SPIbelt Flex is with you at every move, whether you're lifting weights at the gym, doing core workouts, or listening to music while your run. It holds your phone for a hands-free workout and has a headphone port so you can easily listen to music if your headphones have a cord. The Flex buckles at the front, so it's comfortable to wear while you're lying or sitting down. As with all SPIbelt products, the Flex is lightweight, bounce-free, and can be worn under or over your clothing. Compatible with phones up to 6 ½" long, including the iPhone 11 or Samsung Galaxy Note 10.
- **The Glide by SPIbelt:** The Glide gives you the freedom to wear it your way. This belt is perfect for runners, travelers, or anyone who may need a little more room to carry their items while on the go. It's designed with ultra-comfort and convenience in mind; the one-size-fits-all belt features a glide system that can be adjusted to customize fit. Two pockets double the possibilities of what you can stash inside while a wider (1.5") bandwidth provides extra stability and support to eliminate bouncing. The pockets are also large enough to fit phones such as the iPhone X and iPhone 11 plus.

SPIbelt utilizes its dynamic and effortless design to create running belts specifically for marathon runners. These belts are designed to go the distance and have been used in every type of race from 5K's to 100 Milers:

- **SPIbelt Performance Series:** This belt has been dubbed one of the best belts for marathons as it has elastic loops to place gels so that they are easily accessible. The SPIbelt Performance Series is perfect for the long-distance runner, adventure racer, or endurance athlete. Its weather-resistant zipper and pocket help keep essentials safe from the elements. Increased pocket size and four gel loops on the elastic band, you gain additional space to accommodate a larger phone (or just more items). Holds the iPhone® 11 Plus, Samsung Galaxy Note® 10 Plus, Galaxy S10 Plus, and Samsung® Galaxy S9.
- **SPIbelt Endurance Series:** Just like the Performance Series, this belt is perfect for marathon runners because of its elastic loops – combined with a thicker band to allow for more stability. The SPIbelt® Endurance Series is stable for heavier loads, holsters for energy gels, adjustable race bib toggle, reflective trim for increased visibility, and water-resistant lining, which adds an extra level of protection over our Original SPIbelt. We have recently expanded that pocket-size on this product to be more significant to accommodate phones like the iPhone® 11 Plus, iPhone X, and Samsung® Note S10 Plus.
- **SPI H2O Venture Series: *Winner of Best of Active.com for Running*,** The SPI H2O Venture Series is a unique product because the two, 8-ounce bottles that can be placed anywhere on the elastic, allowing runners to maximize comfort. This running belt is built for durability and can keep up with your longest runs. The belt pocket expands to hold larger smartphones, including the iPhone11 Plus, and Galaxy Note S10 Plus, as well as keys, ID, and more.

Created by marathon runner and entrepreneur, [Kim Overton](#), the first SPIbelt was made in 2006 in Overton's Austin, TX apartment. Now, the SPIbelt is available in over 40 countries, widely praised by industry and lifestyle experts.

For more on SPIbelt visit spibelt.com, and follow on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

###

EDITOR'S NOTE: For more information about SPIbelt and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

From: Nancy Trent/Pamela Wadler
Trent & Company, Inc.
594 Broadway - Suite 901
New York, NY 10012
212-966-0024



For: SPIbelt

FOR IMMEDIATE RELEASE

SPIBELT IS THE POCKET YOU CAN STRAP TO YOUR WAIST ON-THE-GO
SPIBELT IS THE FASHIONABLE ACCESSORY TO KEEP YOUR SMALL PERSONAL ITEMS
SAFE, DISCREET AND SECURE



Austin, TX – Whether you're heading out for a long run, traveling the globe, or on your way to have brunch with friends, you want to make sure you have all your personal items with you without it being a distraction. Large handbags can become disorganized and sometimes the outfit you love doesn't have enough pockets. The **SPIbelt®** is designed to help you carry all of the possessions needed for whatever you're doing without them being a burden or a distraction.

Whether you're strapping across your waist—under or over clothes—or cross-body, SPIbelt's expandable pocket comfortably holds your keys, wallet, smartphone (including iPhone11 Plus and Galaxy Note S10 Plus) and even medical items like EpiPens or insulin, while its size-inclusive adjustable elastic band creates the perfect fit around your waist or shoulder. SPIbelt is the only pocket belt accessory that is bounce-free, chafe-free, and expandable.

SPIbelt is available in over 15 different belt styles in a multitude of colors and patterns to choose from, each designed for any activity. *Are you an endurance runner needing to carry more nutrition during long miles?* The [Endurance](#) or [Venture](#) series SPIbelts are water resistant, so your belongings won't get soggy from sweat or inclement weather. *Are you a yogi who wishes to take a phone and payment method from the studio to brunch?* The [Luxe](#), [Large](#), or [Double Pocket](#) SPIbelts are less for extreme adventures, but do not lack in carrying capacity. *Are you running errands, heading to work, or traveling?* The SPI Messenger one-size-fits-all cross-body bag will expand to comfortably hold a wallet, water bottle, towel, snacks, and most tablets.

Created by marathon runner and entrepreneur, [Kim Overton](#), the first SPIbelt was made in 2006 in Overton's Austin, TX apartment. Now, the SPIbelt is available in over 40 countries, widely praised by running industry, fashion, and lifestyle experts.

For more SPIbelt products visit spibelt.com, and follow on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

###

EDITOR'S NOTE: For more information about SPIbelt and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

From: Nancy Trent/Pamela Wadler
Trent & Company, Inc.
594 Broadway - Suite 901
New York, NY 10012
212-966-0024



For: SPIbelt

FOR IMMEDIATE RELEASE

SPIBELT:
THE ON-THE-GO BELT POCKET THAT KEEPS YOUR
SMALL MEDICAL DEVICES ON YOU AT ALL TIMES
Perfect for diabetic and allergy supplies



Austin, TX – From EpiPens to insulin pumps, there are common medical devices that many can't live without and must always have on-hand. **SPIbelt**[®] (Small Personal Item Belt), an apparel line of uniquely innovative products that have become staple accessories among the Type 1 Diabetes community, runners, triathletes, and travelers, offer the ideal belt for holding everyday medical supplies safely, seamlessly and discreetly.

The SPIbelt is a trusted companion for individuals with special medical needs and can be comfortably and discreetly worn over or under clothing. Its expandable pocket can carry diabetic and medical supplies such as blood glucose meters, insulin pumps, syringes, fast-acting glucose, EpiPens, inhalers, or insulin vials and pens. The SPIbelt will keep these items and a cell phone, keys, cash, and identification safe and secure on your body, so you can live out each day feeling prepared and at ease. SPIbelt's kids' products are designed for parents to feel confident that their child has a dependable and discreet way to be physically active while wearing an insulin pump or other similar sized medical devices.

Created by entrepreneur and mother, Kim Overton, SPIbelt began as an innovative expandable pocket belt for people to carry small personal items during any activity, without chafing or bouncing. Overton has expanded the brand to benefit communities with medical needs, with belts that are bounce-free, expandable and secure with low-profile pockets, comfortable, and sturdy for even the most active users.

SPIbelt's support for the medical community doesn't stop at creating unique and family-safe products. SPIbelt has launched the #T1DSPI program, which not only provides a 50% Discount SPIbelt to children with a new Type 1 diagnosis, but also offers words of experience from parents and children in the T1D community. This is in addition to SPIbelt's continued partnerships with Beyond Type 1 (BT1), founded by Nick Jonas who has been living with Type 1 Diabetes since the age of thirteen, as well as involvement with the Juvenile Diabetes Research Foundation (JDRF), which raises awareness and educates others on life with Type 1 diabetes. Finally, SPIbelt's community diabetes outreach extends to the Children's

Diabetes Camp of Central Texas, Camp Bluebonnet, which they have sponsored for the past 6 years and provide a SPIbelt to each camper every year.

SPIbelt's keep adults and children's medical needs in mind, with products including:

- **The Double Pocket SPIbelt:** Features two separate expandable pockets. The bigger pocket can expand to hold larger smartphones including the iPhone®11 Plus, and Galaxy Note S10 Plus, and the smaller pocket expands to hold inhalers, keys, money, ID and more.
- **The Diabetic SPIbelt:** The Diabetic SPIbelt is comfortable enough for daily wear and designed to carry an insulin pump. Every Diabetic SPIbelt can securely and comfortably accommodate cords and infusion tubing through a reinforced pass-through hole. The pass-through hole is placed behind the pocket to allow tubing to feed through the patented pouch design. The pocket expands to 6.5" x 3" x 2" and fits waist size of 25"- 47" to accommodate essential supplies such as: Insulin Pumps, Blood Glucose Meters, Test Strips, Identification, Syringes, Insulin Vials or Pens, Fast-Acting Glucose.
- **The Kids' SPIbelt:** The Kids' SPIbelt is made for active children who need to carry medical supplies such as insulin pumps, inhalers, EpiPens, or CGMs (continuous glucose monitoring systems). The Kids' SPIbelt holds insulin pumps close to the body without tangling or bouncing. Every Kids' SPIbelt can securely and comfortably accommodate cords and infusion tubing through a reinforced pass-through hole. The pass-through hole is discretely placed behind the pocket to allow infusion tubing to feed through the patented pouch design. SPIbelt won't ride or shift while participating in vigorous activities. Fits waist size 18" through 24" – The product averagely fits 2 years old to 10 years old.
- **The Kids' Double Pocket SPIbelt:** The Kids' Double Pocket SPIbelt is perfect for active children who need to carry medical supplies. This belt is compatible with holding an insulin pump, inhaler, EpiPen, or CGM. It will hold an insulin pump close to the body without tangling or bouncing and has an extra pocket for additional essentials. The extra pocket is ideal for carrying essentials such as allergy tablets, an inhaler, CGM, or a medical ID. Every Kids' SPIbelt can securely and comfortably accommodate cords and infusion tubing through a reinforced pass-through hole. The pass-through hole is discretely placed behind the pocket to allow infusion tubing to feed through the patented pouch design. SPIbelt won't ride or shift while participating in vigorous activities.

For more on SPIbelt visit spibelt.com, and follow on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

###

EDITOR'S NOTE: For more information about SPIbelt and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

From: Nancy Trent/Pamela Wadler
Trent & Company, Inc.
594 Broadway - Suite 901
New York, NY 10012
212-966-0024



For: SPIbelt

FOR IMMEDIATE RELEASE

FACT SHEET

- **Does SPIbelt® bounce when you're on the move?** SPIbelt will not bounce, not even if the pocket is full. SPIbelt is the first running pocket belt of its kind that is bounce-free and chafe-free so it never distracts you from your activity—whether you're running a marathon or running errands.
- **How do you wear a SPIbelt?** Make sure the zipper is aligned in the center of the pocket instead of having the zipper at the top. Stack items from largest to smallest from bottom to top. The SPIbelt can be wore high or low on the hips. Based on customer feedback, most people prefer lower on the hips (a few inches below the navel), and the elastic band can be strapped to any size waist.
- **What sizes are available for SPIbelt?** SPIbelt offers three sizes, including the Kids' SPIbelt which fits a child with a 18"–24" waist size (all Kids' SPIbelts come in Non-Logo elastic), the Adult SPIbelts which fit a 24"–47" waist size, and The SPIbelt Belt Extender extends your SPIbelt's elastic by up to 12 inches.
- **How has SPIbelt impacted the long-distance running community?** SPIbelt's products are widely praised by marathon runners. When running long races, armbands can only hold your phone, are prone to slip, chafe, collect sweat, and makes one arm heavier than the other. SPIbelt is a more sleek, low-profile way to carry your essential race day items that's lightweight and doesn't bounce around, and even features loops to hold gel packs for runners to re-fuel on-the-run. SPIbelt is the ideal belt for marathons, or 5k, or 10k, or half marathons, and ultra-marathons.
- **Can runners attach a racing bib to their SPIbelt?** A race number can be attached to all SPIbelts, but you will need to purchase a set of Race Bib Toggles that loop around the elastic of your SPIbelt®. The SPI H2O® Venture Series and the SPIbelt® Endurance Series are the only two products that come with Race Bib Toggles.
- **How was SPIbelt started?** Created by marathon runner and entrepreneur, [Kim Overton](#), the first SPIbelt was made in 2006 in Overton's Austin, TX apartment. Now, the SPIbelt is available in over 40 countries, widely praised by industry and lifestyle experts.
- **How do SPIbelt products support communities with medical needs?** The SPIbelt is a trusted companion for individuals with special medical needs and can be comfortably and discreetly worn over or under clothing. It's expandable pocket can carry diabetic and medical supplies such as blood glucose meters, insulin pumps, syringes, fast-acting glucose, EpiPens, inhalers, or insulin vials and pens. The SPIbelt will keep these items and a cell phone, keys, cash, and identification safe and secure on your body, so you can live out each day feeling prepared and at ease. SPIbelt's kids' products are designed for parents to feel confident that their child has a dependable and discreet way to be physically active while wearing an insulin pump or other similar sized medical devices.

For more on SPIbelt visit spibelt.com, and follow on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

###

EDITOR'S NOTE: For more information about SPIbelt and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

From: Nancy Trent/Pamela Wadler
Trent & Company, Inc.
594 Broadway - Suite 901
New York, NY 10012
212-966-0024



For: SPIbelt

FOR IMMEDIATE RELEASE

STORY IDEAS

- The top 5 items you need if you're training for a marathon
- Running essentials: all of the products to enhance your run
- Women business owners are changing the world
- Top products runners can't live without
- SPIbelt® brings you convenience and style a rare combo
- How Nick Jonas deals with his Type 1 Diabetes and the products that help
- SPIbelt is the diabetics solution to carrying their medical needs on the go...discreetly
- Kim Overton, from MTV dancer to creator of the game changing carrier belt, provides tips on running a game changing business as well as a family, and strategies for keeping it altogether
- The technology behind SPIbelt that runners are thankful for so they can eliminate a bounce but still carry all of their valuables
- Wearable wellness: the top products for 2020
- Strong women supporting strong women, brands Chrissy Teigen and Sandra Bullock love
- The best gifts for all the runners in your life

For more on SPIbelt visit spibelt.com, and follow on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).
###

EDITOR'S NOTE: For more information about SPIbelt and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.