

**FOR IMMEDIATE RELEASE:**

**Kickers Sponsors Nationwide “Color Runs” in Support of Youth Athletics**

*Boston, Massachusetts – February 18, 2016* – Following the release of a new line of brightly colored Run Right Sneakers, Kickers announces it will be sponsoring a series of “Color Runs” in cities across the U.S.

Kickers first released its original line of Run Right Sneakers in 2006, but the company is best known for its popular Kick Step Walking Sneaker. To celebrate its vibrant new line of Run Right Sneakers, it was only natural for the company to premiere them in a colorful way.

The KickStart Color Run Series will be a set of six 5-kilometer races in major cities across the nation, including New York, Boston, and L.A. among others. The proceeds from race entries will fund youth athletic programs for the cities in which the races are held.

Participants will receive a 10% discount on a pair of new Run Right Sneakers with proof of entry.

“We wanted to host a fun event that promotes a healthy lifestyle, supports local communities, and gets the product out there,” said Kickers Vice President, Christina Rodriguez.

Kickers is well known for its successful line of walking sneakers. With their new line of Run Rights and these 5K races, Kickers is hoping people will “KickStart” their lives and choose healthier lifestyles.

To find a KickStart Color Run near you visit <http://kickers.com/kickstartcolorrun>.

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About Kickers:

Kickers is a public company established in 1999. Originally branded as a walking sneaker company, Kickers expanded its stock and released its first line of running shoes in 2006. The company is currently based in Boston, MA.

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