

**FOR IMMEDIATE RELEASE**

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**Zippy Shoe Company Collaborates To Create ZipFactor**

**ST. LOUIS** (March 12, 2017) – Zippy Shoe Company collaborates with the American Podiatric Medical Association (APMA) and the American Orthopaedic Association (AOA) to release ZipFactor, a new line of running shoes that will reduce impact to the knees and joints.

ZipFactor incorporates new technology created by the collaboration called ZipZorbs, a gel shock-absorbing cushion lining which provides arch support and stability to help reduce impact to the knees and joints by 25% by stabilizing pressure distribution while maintaining the quality Zippy Shoe Company is known for by remaining breathable and lightweight.

“It’s important to us to work with APMA and AOA to create this amazing shoe, while keeping up with our mission that we have for all our products,” said Zippy Shoe Company CEO Maria Johnson. “We are pleased with the overall finished product, it’s been in the works for two years now.”

ZipFactor will be available nationwide for purchase online and in-stores on April 1, 2017. Zippy Shoe Company plans to celebrate the release on their Twitter and Facebook page by giving away 20 pairs of shoes.

Boilerplate.

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