

# Press Release: Barefoot Ted to Run Boston in FiveFingers

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CONCORD MASS-BASED VIBRAM® TO SPONSOR **BAREFOOT TED** IN BOSTON MARATHON

## **Long Distance Runner Will Compete Almost Barefoot in Vibram® FiveFingers**

WHAT: Vibram®, the worldwide leader in high performance footwear soles based in Concord, Mass., will sponsor Ted McDonald, a.k.a. Barefoot Ted, a six-time barefoot marathoner to compete in Boston. Ted will wear Vibram® FiveFingers , a unique glove-styled shoe that offer all the health benefits of going barefoot with the gecko-like grip and the protection of a Vibram® sole.

FiveFingers was originally developed by Marco Bramani grandson of Vibram Founder Vitale Bramani. Bramani loved the balance and control of sailing barefoot but wanted better slip resistance and toe protection from dangerous rigging.

Although this product is intended for sailing, sea kayaking, and related sports, the concept is *gaining traction* with barefoot runners, walkers and recreational sports enthusiasts. FiveFingers stretches and strengthens muscles in the feet and lower legs, improving balance, agility, strength and speed.

WHY: For Vibram®, this is an opportunity to showcase their innovative FiveFingers while illustrating the many health benefits of going *almost barefoot*. For Barefoot Ted, an avid proponent of barefoot running, FiveFingers gives him the freedom and sensation of running barefoot, with the protection of a Vibram sole.

WHEN: Monday, April 17, 12:00 p.m.

WHERE: Hopkinton, Mass. to Back Bay, Boston, Mass.

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