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Xero Shoes Launches “Natural Movement” Running/Fitness Shoe

(Broomfield, CO) March 8, 2017 – Known for their best-selling Natural Movement sandals, Xero Shoes has just launched the Prio, a running and fitness shoe for men and women.

CEO, Steven Sashen, says, “Your feet are supposed to bend, move, flex, and feel the world. The Prio lets your feet do what’s natural.”

The Prio exemplifies Xero’s “Design by Nature” philosophy: Natural Fit wide toe boxes let your toes spread and relax; Natural Motion construction allows free movement; Natural Feel soles give you the feedback your brain and body need for optimal function. “Plus,” adds Sashen, “we use a ‘Xero-Drop’ sole – non-elevated for proper posture, low to the ground for balance and agility, and backed by our 5,000 mile sole warranty.”

The Prio features design elements reminiscent of their sandals. An adjustable strap holds the heel in place, and novel instep straps secure the midfoot. All the straps are highly reflective.

The Prio is also lightweight – a men’s 9 is 7.4 ounces; women’s 7 is 6.5 ounces . The shoe is flexible enough to roll into a ball and fit in your pack or pocket for travel, but durable enough for road and trail running.

The Prio is available on the company’s website – www.XeroShoes.com -- as well as retailers around the world, findable on the site’s store locator page. MSRP is \$89.99.

ABOUT:

Feel The World, Inc. of Broomfield, CO, manufactures Xero Shoes®, lightweight, performance recreation footwear. Durable, stylish and affordable — Xero Shoes supply the fun and benefits of being barefoot, but with a layer of protection and comfort. Feel The World, Inc. launched in December 2009. Customers ages 2 to 92, in 94 countries wear Xero Shoes for walking, hiking, yoga and gym-going, Crossfit, kayaking, rafting, paddle boarding, jogging, slacklining, and even running hundred-mile ultra marathons.

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