



FOR IMMEDIATE RELEASE: February 13, 2018

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Pierce Footwear Teams with Mom Made Foods to Launch Lace-less Revolution for Kids

BEND, OR – For too long, our children have been tied down and knotted up by poor fitting shoes that need to be laced again and again. But [Pierce Footwear](#), a new shoe company based in Bend, Oregon and [Mom Made Foods](#) are partnering to put an end to all that with an exciting new line of lace-less, tongue-less shoes in children’s and youth sizes, and delicious discounts on healthy meals that kids love. The companies are launching a joint consumer campaign Thursday, February 15, 2018.

“Kid’s shoes have long been an after-thought for manufacturers, as well as parents,” says Pierce Footwear Founder and CEO, George Pierce. “We’re bringing the most advanced and proven race technology that has ever been designed into a kid’s shoe and made it affordable.”

The new shoe, known as the T2, will be available in Youth sizes 1-5 and Adult sizes 6-10. To get the product launch off on the right foot, so to speak, Pierce Footwear is also introducing a content media site at goplayfit.com where kids can play games, get running tips, download an E-magazine, and become a Pierce Racer.

“We are thrilled to work with Pierce Footwear in promoting a healthy, active lifestyle for kids,” said Heather Stouffer, Founder and CEO of Mom Made Foods. “It’s nice for us to connect with a

business that shares our vision. And I know how great the shoes are, because my 12-year-old can't stop wearing them."

As a world-champion duathlete, Pierce first developed the T1, a performance shoe with a unique [Speed Latch](#) that could save him precious minutes in transition areas, where his competitors would have to tie laces, often with numb or gloved fingers. He appreciated the lace-less design even more after a truck knocked him off his bike and broke his back in 2010.

What makes the T1 even more impressive is that the Speed Latch allows the lightweight mesh fabric and sock liner to wrap snugly around the foot, without the pressure points of traditional lace-up shoes. So it fits like putting a hand into a glove.

For kids who can't seem to keep their shoelaces tied – or can't be bothered with tying them in the first place – the new Pierce T2 is a welcome offspring of the T1. The shoes are still in production, but Pierce will be collecting foot measurements and taking pre-orders on its website at a special price of only \$49. The shoes will be delivered in late spring, just in time for a busy summer of running, jumping, hiking, climbing, soccer and more running.

To add extra incentive for parents who care about their children's nutrition as well as their growing feet, Pierce Footwear is partnering with Mom Made Foods to include coupons good for a free meal with every pre-ordered pair of kid's shoes.

Mom Made Foods is a leading producer of family-favorite frozen meals and snacks. Each product offered by Mom Made Foods provides nutritious, tasty, quick-prep meal and snack options to health-conscious and ingredient-focused families. These low-sodium, protein-rich and nutritious meals are perfect for active kids. Using no artificial ingredients and antibiotic-free meats, Mom Made Foods provides families with healthy versions of meatballs, macaroni and cheese, spaghetti and other kid-friendly favorites. Mom Made Foods' products also contain

nutritious, vitamin-rich vegetables such as cauliflower, sweet potatoes and butternut squash. Each product is flash frozen to naturally preserve flavor and nutrients.

Mom Made coupons can be redeemed at grocery retailers nationally who carry Mom Made products. Check www.mommadefoods.com/locator to find a store near you.

“With deep incentives for families to buy multiple pairs of shoes and save on Mom Made Foods, there will never be a better time to join the lace-less revolution,” said Pierce. “We’re convinced that losing laces can result in all sorts of winning achievements.”

About Pierce Footwear: Pierce Footwear is the new technology standard of performance for elite athletes, children, Masters athletes and people with disabilities and dexterity challenges. The company was founded in 2012 by world-champion duathlete George Pierce in Palo Alto, California and moved to Bend, Oregon in 2016. With a management team that includes competitive multi-sport athletes, cyclists, trail runners and former executives with New Balance and Dexter Shoes, Pierce is driven to create footwear that helps people change their lives.

About Mom Made Foods: The Mid-Atlantic’s first producer of healthy frozen foods for children, Mom Made is available nationwide in chain stores such as Albertsons, Safeway, Whole Foods, Ingles, Shoprite and Wal-Mart, as well as on Healthygoodness.com.

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