



**Better fit. Better feel. Better run.™**

**Julie Hansell**

Darby Communications

Office: 828.254.0914

Cell: 734.395.3454

julie@darbycommunications.com

[www.feeturesrunning.com](http://www.feeturesrunning.com)

[www.facebook.com/feeturesbrand](https://www.facebook.com/feeturesbrand)

Twitter: @feetures

Instagram: @feeturesrunning

**Booth #36196**





**FOR IMMEDIATE RELEASE**

**Contact:** Julie Hansell

[Darby Communications](#)

[julie@darbycommunications.com](mailto:julie@darbycommunications.com)

828.254.0914 o

## **Feetures! Announces Partnership with Mountain adventure runner Anna “Frosty” Frost**

Charlotte, NC – March 8<sup>th</sup>, 2016 - Feetures!, a leader in the performance running sock category, is thrilled to announce their partnership with Anna Frost, one of the most recognized and decorated female mountain adventure runners in the world. Frost, better known by her nickname “Frosty,” is known for her big smile and her open-minded approach to training and racing.

Frost met Feetures!’ Marketing Director Joe Gaither at the Outdoor Retailer Show in Salt Lake City four years ago, where Gaither urged her to take a pair of socks on a test run. Frosty never looked back. In October, 2015, she sported Feetures!’ Elite Mini Crew socks during the entirety of her win of famed Hard Rock 100 mile race in 2015 without a blister to be found.



“For races like Hardrock, it’s crucial to have socks that can withstand wet, cold terrain without getting smelly or giving me blisters,” says Frost. “No matter what the conditions, Feetures! socks are comfortable, durable, and don’t ride around, so I don’t have to worry about blisters. Plus, they come in great colors.”

“Frosty exemplifies the spirit of running, and we’re honored that she’s chosen Feetures! socks to train and race in, says Gaither. “We’re proud to partner with an athlete who shares our commitment to helping others achieve healthy, active lifestyles.”

### About Feetures!

Feetures!’ mission is to support runners and other athletes in their pursuit of healthy, active lifestyles. Based in Conover and Charlotte, NC, Feetures! is a family run business focused on offering products that are designed to help athletes achieve their personal best. For more information visit [www.Feeturesrunning.com](http://www.Feeturesrunning.com).



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[julie@darbycommunications.com](mailto:julie@darbycommunications.com)

828.254.0914 o

## **A New Spin on Comfort - Feetures! Launches #MaxMyRun Campaign**

Charlotte, NC – February 22<sup>nd</sup>, 2016 - Warmer weather is just around the corner, and runners everywhere are preparing for the annual spring cleaning of their sock drawers. Luckily, Feetures! is here to cushion the blow. During the month of March, the leader in the performance sock category is giving customers the chance to try on a pair of the new Elite Max Cushion socks when they swap out a pair of old running socks at select run specialty retailers.

The #MaxMyRun Sock Swap events will take place at more than 50 participating run specialty retailers across the United States. A Feetures! sales representative will be at each Sock Swap to participate in a group run and provide additional information and prizes. The first 36 runners who show up with a pair of old socks can swap them out for a brand new pair of Elite Max Cushion socks.

"Elite Max Cushion is the culmination of years of searching for the perfect blend of performance and comfort in running socks," says Joe Gaither, Feetures! Marketing Director. "The Sock Swap events will allow retailers and their customers the opportunity to experience the difference that Elite Max Cushion can bring to their runs."

In addition to the Sock Swap events, Feetures! is encouraging runners to post their best running photos and tagging #MaxMyRun on social media for a chance to win a year's supply of Elite Max Cushion socks. For more information, visit <http://feeturesrunning.com/index.php/maxmyrunlanding>.

### **About Feetures!**

Designed for runners, by runners, Feetures!' mission is to support runners and other athletes in their pursuit of active lifestyles. Family owned and operated out of North Carolina, Feetures! is focused on offering the highest quality products that are designed to help athletes achieve their personal best. For more information visit [www.Feeturesrunning.com](http://www.Feeturesrunning.com)

