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Joanna Zeiger Joins Team Newton

June 13, 2007 (Boulder, Colo.) – Newton Running, a revolutionary new running shoe company based in Boulder, Colorado, announces the addition of accomplished professional triathlete Joanna Zeiger to its professional team. The 2007 Team Newton also includes Paula Newby-Fraser, Michelle Jones, Natascha Badmann, Peter Reid, Heather Fuhr, Katja Schumacher and Michael Simpson.

“I have been looking for shoes like Newtons for years,” states Zeiger. “As a longtime forefoot striker, no shoes have ever offered me enough cushioning in that area. Newtons give me a stronger push-off and promote better running form, which translates into faster times.”

Boulder-based Zeiger has been a professional triathlete for almost ten years, with impressive wins in all three disciplines of the sport – Olympic, half Ironman and Ironman distances. In 2000, Zeiger won Triathlete of the Year honors for her fourth-place finish at the Sydney Olympics, her fifth-place finish just six weeks later at the Hawaii Ironman Championship and a USA Pro Champion victory. Last year, Zeiger won the Ford Ironman Coeur d’Alene race in Idaho.

Zeiger started the 2007 season strong with a second place finish at Ironman Arizona and wins at the Santo Domingo Triathlon and the Bay Islands Triathlon in Honduras. Later this summer Zeiger plans to compete at the 5430 Long Course race in Boulder Colo., the Beijing World Cup in China and finally the Ironman World Championships in Hawaii. Zeiger has her sights set on qualifying for one of the three women’s triathlon slots on the 2008 U.S. Olympic team.

About Newton Running™

Determined to create new innovation in running shoes and to advance modern running technique, a small group of elite Boulder, Colorado-based runners founded Newton Running. Newton Running applies The Science of Motion™ with patented Newton Active Membrane Technology™ that absorbs more impact than traditional running shoe foam and converts energy into forward propulsion to help runners go farther and faster with less fatigue. Newton Running shoes are available for purchase exclusively through Newton’s website, www.newtonrunning.com. For more information, contact Ian Anderson at 970-963-4873 or ian@backbonemedia.net.

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