

Newton Running Releases 2016 Kona Special Edition Shoe

BOULDER, Colorado —September 8, 2016— Newton Running announced the release of a special edition shoe to celebrate the Ironman® World Championships in Kona, HI. The 2016 Kona Special Edition Aha will be sold exclusively at a Newton Running pop-up booth in Kona, Big Island Running in Kona, and on www.newtonrunning.com beginning in early October 2016.

Inspired by the challenge that awaits triathletes from all over the world on the Big Island, the 2016 Kona Special Edition shoe features bold, red and white Hawaiian-inspired patterns. Built on the Aha platform, this cushioned shoe can be a recovery run staple or a bold race tribute.

"Newton Running is thrilled to offer triathletes a commemorative shoe to celebrate their race achievement. Newton Running got its start in the triathlon community and remains committed to connecting with new, elite and professional triathletes from around the world," says Erin Kersten, Director of Marketing at Newton Running.

The 2016 Kona Special Edition Aha features include:

- 5-lug P.O.P 3 platform, giving runners Newton's unique Action/Reaction Technology in a soft yet peppy, cushioned ride
- Neutral cushioning
- One piece seamless engineered upper
- Biomechanical metatarsal sensor plate
- Weight: 7.4 oz (W), 9.0 oz (M)
- Drop 6.0mm

The 2016 Kona Special Edition Aha retails for \$125.





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About Newton Running:

Newton Running, based in Boulder, CO, is a leading manufacturer and marketer of performance running shoes for runners of all types, from first-time runners to seasoned marathoners. Newton Running's patented Action/Reaction™ Technology provides dynamic full foot cushioning and lightweight cushioning. Newton Running shoes are available at hundreds of specialty retailers across the country and around the world and at www.NewtonRunning.com. Newton Running launched in 2007 by Jerry Lee and Danny Abshire. The Company was named after Sir Isaac Newton and Newton's third law, which is the inspiration behind the technology that has made Newton Running shoes renowned. As a certified B Corporation, Newton Running is committed to and recognized for a higher level of accountability, sustainability and philanthropy.