



FOR IMMEDIATE RELEASE:

Little Feet Kicks Open Retail Doors

NEWPORT BEACH, CA (August 2010) – Little Feet has announced their launch into retail stores for the fall season. Three new partnerships with regional retailers Sport Chalet, Sports Basement, and Scheels Sports will expand distribution of their one-for-one soccer balls to 18 store locations by August 20th.

Since 2006, Little Feet soccer balls have been available exclusively through their website www.littlefeet.com. By the end of this month, Little Feet balls will be sold in eight southern & central California Sport Chalet locations, four northern California Sports Basement locations, and six Scheels Sports stores throughout the Midwest.

“We take pride in our products and our vision,” says Little Feet Founder, Trevor Slavick. “I am thrilled to see the support from these retail stores and I hope the community will show their support by purchasing our products.”

Soccer players shopping for a new ball this fall season will be able to choose between the Little Feet Classic Ball—featuring 32 hand-stitched panels, a natural latex bladder, and available in Red/Black, Green/Yellow, Purple/Blue, and Yellow/Black in sizes 3 (youth) through 5 (adult)—and the Little Feet Premier Match Ball—featuring 32 hand-stitched premium PU panels reinforced with foam and a high-elasticity backing, available in Red/Black size 5.

Little Feet donates a new soccer ball to a needy child for each one sold, and buying one just got easier! Please see the information below for store locations near you to purchase your Little Feet soccer ball today.

About Little Feet

Little Feet is a social enterprise that gives underprivileged children the chance to play “the Beautiful Game” by providing them with new, high-quality soccer balls. Founded upon the “one for one” model, it donates a ball to a needy child for each one sold. Headquartered in Newport Beach, California, it has shared its passion for soccer with disadvantaged children and schools around the world since its inception in March 2006.

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Images and interviews are available upon request

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Participating Store Locations:



SPORTS CHALET

LA CANADA, CA
La Canada Flintridge Town Center
Two Sport Chalet Dr.
La Canada, CA 91011

HUNTINGTON BEACH, CA
16242 Beach Boulevard
Huntington Beach, CA 92647

LAGUNA NIGUEL, CA
The Marketplace
27080 Alicia Parkway
Laguna Niguel, CA 92656

TORRANCE, CA
Village Del Amo
21305 Hawthorne Blvd. #205
Torrance, CA 90503

SAN DIEGO, CA
Westfield Mission Valley
1640 Camino Del Rio N. #110
San Diego, CA 92108

LONG BEACH, CA
Long Beach Towne Center
7440 Carson St.
Long Beach, CA 90808

REDLANDS, CA
Citrus Plaza
27550 W. Lugonia Ave.
Redlands, CA 92374

LOS ANGELES, CA
11801 West Olympic Blvd.
Los Angeles, CA 90064

SPORTS BASEMENT

SAN FRANCISCO – BRYANT STREET
1590 Bryant St.
San Francisco, CA 94103

SAN FRANCISCO-PRESIDIO
610 Old Mason St
San Francisco, CA 94129

SUNNYVALE, CA
1177 Kern Ave
Sunnyvale, CA 94085

WALNUT CREEK, CA
1881 Ygnacio Valley Road
Walnut Creek, CA 94598

SCHEELS SPORTS

RENO SPARKS, NV
1200 Scheels Drive
Sparks, NV 89434-0000

DES MOINES, IA
101 Jordon Creek Parkway
Building 4000
West Des Moines, IA 50266-0000

APPELTON, WI
4301 w Wisconsin Avenue
Appleton, WI 54913-8681

FARGO, ND
1551 45th Street South
Fargo, ND 58103-0000

SIOUX FALLS, SD
2101 West 41st Street
Sioux Falls, SD 57105-0000

OMAHA, NE
17202 Davenport St.
Omaha, NE 68118-0000