



## Pink Is Powerful

Newton Running of Boulder, CO, joined the “think pink” fight against cancer with the launch of its signature Michellie Jones shoe, dubbed “The Cure Distance.” Jones, a leading triathlete, sported the pink kicks at last month’s Accenture Chicago Triathlon, of which she is the defending champion. Ten dollars from each pair sold will go to Jones’ designated charity, Athletes for a Cure, a program run by the Prostate Cancer Foundation. “These pink shoes look great and the fact that they raise money for prostate cancer research is icing on the cake,” Jones says.

“Michellie is true citizen-athlete,” notes Jerry Lee, president of Newton Running. “She has personally committed to raising \$25,000 for prostate cancer and we’re proud to join her in the fight.” Lee, 58, is a passionate runner and entrepreneur who invested in Newton Running 10 years ago. He was diagnosed with prostate cancer last year.

The Cure comes in a 7.2-ounce neutral racing shoe and a 7.5-ounce stability racing model. Both shoes feature Newton’s patented Active Membrane Technology, which absorbs more impact than traditional EVA. In addition, Newton’s propulsion technology and striking technique reportedly helps runners achieve maximum efficiency.