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Emily Falkenberg | USAAS | emily@usaartisticswim.org

Laura Beachy | Xero Shoes | beachy@beachymedia.com

USA Artistic Swimming Announces Partnership with Xero Shoes

COLORADO SPRINGS, CO – (July 8, 2020) - USA Artistic Swimming signs Xero Shoes as its official footwear partner providing athletes innovative shoes that match the team's style in the water.

"They are not your conventional shoe, and we are not your conventional sport," said USA Artistic Swimming CEO, Adam Andrasko. "We both embrace what is special about ourselves and use it in a positive way."

Established 41 years ago, USA Artistic Swimming officially rebranded from USA Synchronized Swimming in March. Artistic swimming is a women's Olympic discipline which combines technical perfection, synchronisation, choreography, artistry and expressive power. Athletes wear beautifully decorated swimsuits and waterproof make-up. They often perform choreography and use music that is unique to their heritage, creating a rich and distinctive spectacle.

Xero Shoes' lightweight footwear prides itself on minimalism and natural movement. Xero Shoes have sold hundreds of thousands of shoes, boots, and sandals to customers in 97 countries, ages 2-92, and will now be worn by the USA Artistic Swimming Senior National Team at every international competition.

"We're so excited that USAAS asked us to support their incredible athletes and coaches," said Steven Sashen, Xero Shoes CEO. "We are looking forward to having lots of fun together and helping the team reach their goals, feet first."

About USA Artistic Swimming

USA Artistic Swimming [USAAS] was established as a nonprofit organization in 1979 and is the United States national governing body for the sport. It is recognized by the International Olympic Committee, the United States Olympic Committee and FINA (Federation International de Natation Amateur) — the international governing federation. USAAS organizes, participates in, and promotes a variety of competitive events each year. These events begin at the local level

and continue in the following categories: Age Group (12-19), Junior (15-18), Senior and Masters (20+). <https://www.teamusa.org/USA-Artistic-Swimming>

About Xero Shoes

Feel The World, Inc. (dba Xero Shoes) of Broomfield, CO, manufactures Xero Shoes®, addictively comfortable, lightweight, performance and casual sandals and shoes built with a “foot-first” design. Durable, stylish and affordable — Xero Shoes supply the fun and benefits of natural, barefoot-inspired movement with a layer of protection and comfort. FTWI launched in December 2009 and now has customers ages 2 to 92, in 97 countries who wear Xero Shoes for walking, hiking, yoga and gym-going, CrossFit, kayaking, rafting, paddle boarding, jogging, and even running hundred-mile ultra marathons. www.xeroshoes.com