



Contact: Karen Beaudin, (805) 478-9987;
karen@bullpenpress.com

Client Contact: Sydney Simas, (775) 322-0492, ext. 103;
sydney@simcoimportedshoes.com

FOR IMMEDIATE RELEASE

Arcopédico USA Announces New Public Relations Representation *Healthy Footwear Company Signs on with New PR Firm Bullpen Press*

SPARKS, NV (November 1, 2014) – [Arcopédico USA](#), distributor of high-quality, Portuguese-made comfort and travel footwear for women and men, announces new public relations representation with [Bullpen Press](#).



Arcopédico eagerly steps towards new representation, “It’s exciting times to try something new with a PR company who knows our shoes well,” said general manager Dan Simas.

Bullpen Press president, Karen Beaudin says, “I have been a fan of Arcopédico shoes for years and look forward to a successful campaign.”

Simco Imported Shoes, Inc. (Arcopédico USA) is the sole distributor of Arcopédico shoes in the United States. They feature a wide variety of comfort shoes in knit, leather, or Lytech™ – boots, sandals, Mary-Janes, flats, walking, oxfords, and more. Arcopedico shoes are sold in over 500 independent shoe retailers throughout the U.S. and online.

Arcopédico shoes are hand-made in Portugal and was founded in 1966 by Elio Parodi, inventor of the original knit shoe. Distinct features include –



- “Barefoot” upper - flexible/non-binding shoe which conforms to the top of the foot to allow circulation and all-day comfort
- Patented metal-free twin arch supports which protect the foot arch and allow even distribution of bodyweight though the entire plantar surface
- Anatomically-designed for natural support and comfort
- Lightweight materials, ideal for travel
- Many styles offered in Arcopédico’s patented Lytech™ material which is machine washable, breathable, flexible, water-resistant, eco-friendly, [BioCalce Certified](#) and vegan.

As a company, they also support worthy causes such as [Heart to Heart International](#) (H2H). Earlier this year Arcopédico USA donated over 2,500 pairs of leather, Lytech™ and knit comfort shoes and boots to women and children in Romanian orphanages thru H2H.

[Arcopédico USA](#) shoes can be purchased at independent shoe retailers throughout the United States. Simco Imported Shoes, Inc. is the sole U.S. distributor of Arcopédico shoes. A family business, the company was formed in 1983 by Manuel and Virginia Simas after discovering Arcopédico shoes during a trip to Portugal. Arcopedico shoes are hand-made in Portugal. Arcopédico is located at 1480 Kleppe Lane, Sparks, NV 89431. For more information, contact the company at (775) 322-0492, or visit www.ArcopedicoUSA.com. For more information, samples or images, editorial media may contact Karen Beaudin at Karen@bullpenpress.com.



Featured shoes: Middle left - [LS “Shocks”](#) MSRP: \$110, available in 16 colors; Bottom right corner - [L8](#) MSRP: \$120, available in 6 colors.

