

## FOR IMMEDIATE RELEASE

### **Arcopédico<sup>®</sup> USA Offers S.T.E.P.S. towards Better Heart Health in 2015** **Longtime Healthy Footwear Company Offers Tips for February Heart Health Month**

February is [American Heart Health Month](#) celebrated by [National Wear Red Day<sup>®</sup>](#) on February 6, 2015 – a movement raising the awareness of heart disease in women. [Arcopédico USA](#), the only US distributor of high-quality, Portuguese-made healthy comfort and travel footwear, supports women with a diverse line of red shoes to inspire S.T.E.P.S. to better heart health.



According to the [American Heart Association](#), heart disease is the number one killer of women in the United States. “Walking is the simplest positive change you can make to improve your heart health,” states the American Heart Association.

“At Arcopédico USA, we know that a truly versatile shoe can make the difference between planning a daily walk to actually taking a daily walk. As a busy woman, having a pair of shoes which I do not need to swap out for a lunchtime walk makes healthy-habits easy to keep,” says Arcopédico USA’s Marketing Manager, Sydney Simas.

#### Arcopédico offers 5 simple S.T.E.P.S. to look for when buying all-day walking shoes:

**S** is for Superior Support System: Just as important as having friends who offer support, Arcopédico footwear offers proper plantar and arch support with their patented twin-arch construction. These metal-free shanks offer an even distribution of body weight throughout the entire foot bed to ease pressure with every step. (Shown above left: [R66](#) boot, MSRP: \$179; available in Cherry, Black, Bordeaux/Flower, Black/Flower)

**T** is for Technology: Arcopédico’s line of Lytech<sup>®</sup> shoes are designed with this patented material, which performs like fabric. Made from an ultra-light blend of polyurethane and Lycra<sup>®</sup>, this durable upper is BioCalce Certified, machine washable, eco-friendly, vegan, breathable, flexible, lightweight, and circulation-supporting. Offered in various styles from luminous to leather-like fabric, Lytech<sup>®</sup> offers flexible support which moves with your foot. (Shown right: [Leta](#) sneaker, MSRP: \$120; available in Red, Navy, Black)



**E** is for Exercise: Having a pair of shoes that transition from work to walking leaves no room for excuses. Lunchtime power walks won’t affect the coworker with Arcopédico’s patented anti-microbial SanSmell<sup>™</sup> deodorizing technology. (Shown left: [L19](#) bootie, MSRP: \$120; available in 9 colors)

**P** is for Posture: Proper alignment of the body starts with the foot. Posture is important in warding off joint and back pain. Arcopédico’s twin-arch support soles are designed to sustain the arch of the foot and will not break down with wear.

**S** is for Style: Arcopédico offers a diverse line of comfort walking shoes from ballerina flats, to Mary-Jane's, to boots, to sporty oxfords – all offering S.T.E.P.S. towards better heart health. Arcopédico offers style with function. (Shown right [L14](#) flats, MSRP: \$100; available in 10 colors)



[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 USA is located at 1480 Kleppe Lane, Sparks, NV 89431. For more information, contact the company at (775) 322-0492, or visit [www.ArcopedicoUSA.com](http://www.ArcopedicoUSA.com). **Editorial media may contact Karen Beaudin at [Karen@bullpenpress.com](mailto:Karen@bullpenpress.com) for more information, samples or images.**

