

Getting Fit Means Getting Fitted

Contributed by The Athletes Foot
Saturday, 03 December 2005

Attention: Parents, Caregivers & Kids

Wearing properly fitting school shoes today will make a big difference in your child's life now and in the future. Children's bodies grow at a tremendous rate. The correct shoes can help ensure proper bone and muscle development and can even help prevent foot and leg problems that could affect them for the rest of their lives.

A child's foot can change up to 34 times before age 11 and will continue to grow until age 18.

Because of this, you should pay particular attention to the fit of your children's shoes. A flexible, supportive shoe such as an athletic shoe correctly fitted, is ideal for children of all ages and will help them to last the distance of a school day in comfort. Getting the correct shoes is not just a matter of finding the right size.

Width, Arch type, Pressure points Any tendency to roll in or roll out

These are all important factors in determining correct fitting shoes. Our staff at The Athlete's Foot are trained in basic foot anatomy and physiology and use the revolutionary technology of Fitprint[®] that scans your child's feet. Fitprint[®] identifies pressure points and helps us select the most comfortable, best fitting shoes. And, with our wide range of school shoes, we are sure to find the right shoes for your child.

For more information on kids' shoes visit us at The Athlete's Foot today, and save with a Family Card. Use it even if you buy a pair of shoes for you and your family and you'll soon be saving up to 50% off a pair of shoes!

The Athlete's Foot stores located in:

Auckland: Glenfield, St.Lukes, Botany Town Centre Wellington: Porirua and Lower Hutt Christchurch: Riccarton, Papanui and Shirley The Athlete's Foot is now working with www.GetKidsActive.com to ensure all NZ children are getting fitted to ensure they are getting fit! For more information contact craig@getkidsactive.com