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## Injinji Goes the Distance as the “Official Sock” of the Western States 100 Endurance Run

SAN DIEGO, CA (June 19, 2008) - Injinji, the pioneer of performance toe socks or “tsoks,” has been named the “Official Sock” of the [Western States 100 Mile Endurance Run](#), June 28-29. The company will provide each competitor with a pair of tsoks to get through the hundred miles from start to grueling finish.

Considered the Boston Marathon of Ultras in the U.S., the Western States 100 is one of the oldest and most challenging trail events in the world. Beginning at Squaw Valley, CA and ending 100 miles later in Auburn, CA, the race begins with a 2,550 vertical foot climb in just the first 4.5 miles. From the pass, runners then climb another 15,540 feet and again descend 22,970 feet before reaching Auburn. In between, racers endure extremes from sweltering sun to snow drifts, crossing streams and scaling boulders.

The trail itself - so rugged that it is accessible only to hikers, horses and helicopters - takes a heavy toll on runners’ feet, which is why many choose to go the distance in Injinjis.

Injinjis break the traditional sock mold with a design that enables the entire foot to perform naturally and efficiently. The tsoks allow each toe to function individually, resulting in proper balance, posture and gripping, and the seamless, lightweight construction alleviates performance-hindering foot problems commonly experienced by those participating in ultramarathons and endurance races like the Western States 100.

Kevin Lee, a buyer for Adventure 16’s wholesale division, wears Injinjis because he understands the value of performance toe socks. Lee himself first competed in the Western States 100 in 1984 and 1985, when the race was still in its infancy, and finished in less than 24 hours, a feat only about a fifth of competitors manage.

“At that time, we had to encase our feet in Vaseline to accomplish what Injinji tsoks do today,” Lee explained. “I wish they were around 20-some years ago!”

Celebrating its new title as the “official sock” of the Western States 100, Injinji will be providing every participant with a pair of performance toe socks prior to the race. The elite runners, marathoners, coaches, and adventure and ultra athletes that make up Team Injinji have all enhanced their performance and alleviated foot problems with Injinjis, their sock of choice.

For more information on the company, visit [www.injinji.com](http://www.injinji.com). Editorial media may contact On the Horizon Communications at (805) 773-1000 or email holly@thepressroom for additional information, images or product samples.

