



kick into fun. slip into style.

Agency contact: Emilee Tappen, Emilee@thepressroom.com; Stephanie Musso, Stephanie@thepressroom.com (805) 773-1000 Client Contact: Alan Beatty (800) 443-5656, alanbeatty@flojos.com

FOR IMMEDIATE RELEASE

Kids Kick Up their Feet for Flojos® New Toddler & Kids Sandals for Spring '13

Affordable, High-Quality, Durable Children's Flip-Flop Line Emulates Adult Styles

THOUSAND OAKS, CA (December 27, 2012) - [Flojos](http://www.flojos.com), top manufacturer of high-quality sandals since 1979, makes a tiny new footprint in the sand this spring 2013 with a new line of children's sandals.

Spanning from toddlers' size 5 to kids' size 4, the line includes a new ankle-strap design for the littlest feet, as well as boys' and girls' versions of popular adult styles. With prices ranging from MSRP \$17 - \$48, the sandals make an appropriately petite imprint on parents' budgets.



The new kids' **Tyke** sandal (pictured above-right; available in Black/Navy, Brown/Fuchsia, Brown/Green in size 5-10; MSRP: \$20) features the popular Flojos memory foam comfort sole seen in the adult Comfort Line as well as an elastic ankle strap to help tots keep their toes strapped in wherever they toddle.

Modeled after the men's version, the boys' **Stealth** sandal (pictured right; available in Black or Brown, sizes 11-4, in January 2013; MSRP: \$24) helps the little guys follow in dad's footsteps. The memory foam egg crate sole pampers feet, and a stylish and durable wide, vegan-leather strap keeps kids looking good from Sunday school to the pool.



Little ladies will adore the **Kitty** sandal, a comfortable flat sandal with a rubber strap featuring leopard print on top and shimmering solid color underneath. Available in Silver, Purple or Fuchsia (pictured right) in sizes 11-4 **in January 2013**, this style will be the cat's meow from the playground to the tea party (MSRP: \$18).



The 2013 Flojos line includes numerous sandal, shoe and boot styles for men, women, children and toddlers, and can be found nationwide in chain stores, surf shops, specialty stores and fashion boutiques, or online at www.flojos.com. Media interested in a catalog, samples, high-res images or more information may contact Emilee at On the Horizon Communications: Emilee@thepressroom.com or call (805) 773-1000.

