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Find Out What All the Buzz is About!

Favorite Among Moms, See Kai Run® Shoes for Kids Inspire Footwear Frenzy

We've all heard of a woman's passion for shoes...but baby shoes? Yes, moms everywhere are finding an outlet for their shoe lust – in their kids' feet. And shoes by See Kai Run, popular manufacturer of the perfect first shoe for new walkers, are the objects of their desire.

The Blogs Have It.

See Kai Run shoes have found their way onto a myriad of blogs for parents. Distinctive, comfortable, and pretty darn cute, these shoes have really struck a chord with readers. A contest at Cool Mom Picks caused quite a commotion when moms begged editors to pick them as the winner of a pair of shoes in a weekly giveaway. "It may have been one of the most popular contests we've ever conducted," said Editor Liz Gumbinner.

Even the guys have gotten on board at daddytypes.com where a new dad raved about the "stylish...flexible" See Kai Run shoes he bought for his daughter.

Word of Mouth.

Store owners recount stories of customer requests pouring in for the petite footwear. They understand that moms share information – and apparently it is spreading like wildfire. According to one owner, he has seen popularity for these shoes reach "a cult-like following".

See Kai Run got attention early on from a photo in People Magazine where Angelina Jolie's daughter, Zahara, then a toddler, wore a pair of the Jack style shoes. Since then, celebrity offspring of Ben Stiller, Heidi Klum and Seal, Jon Stewart, Denise Richards, Tom Cruise, Natalie Maines of the Dixie Chicks, and more have all been spotted wearing See Kai Run.

One is never enough.

A happy addiction, with retail prices starting at \$34, parents often buy more than one pair of See Kai Run for their kids. Styles range from the sporty or casual, to the more dressy – there is a shoe for every occasion.

Why?

The founder, Cause Haun, is herself a mom. She designed the shoes to address what she wanted for her own kids – something healthy for first steps, but also keeps little tykes looking good at the same time. And what do you know? Other moms (and dads) are looking for the same thing!

MORE

About See Kai Run

See Kai Run shoes are hand-crafted from supple sheepskin with padded collars and a breathable leather lining. Soles are constructed from extremely flexible TPR (thermoplastic rubber), allowing new walkers lots of freedom to move while protecting their feet on all kinds of terrain.

See Kai Run is a family-owned and operated business located outside of Seattle, Washington. The idea was born when owner Cause Haun was on a quest for the perfect first pair of shoes for her son, Kai. Unable to find shoes in fun styles that still promoted the healthy development of little feet, she created her own line of shoes along with her husband that satisfied all of these needs. In just over two and a half years, See Kai Run has seen sales expand from a few boutiques, mostly in the Seattle area, to stores all around the country, worldwide, and online. Size range fits children from six months to three years and retail from \$36. Please visit www.seekairun.com for additional information.

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