



Media Contact

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Save Your Photojournalists from Winter Falls While Trying To Get That Perfect Shot!

**YAKTRAX® Helps Users Stay Active Outdoors During Winter Months
*Great for Avoiding Slips and Falls on Snow and Ice***

(Research Triangle Park, NC,) – As winter weather sets in across the country, many people struggle to try and find ways to stay active outside due to the challenges snow and ice present. Being in the news business, you know the difficulties of covering stories when the weather gets bad. Just ask any cameraman how difficult it is to shoot while trying not to slip on either snow and ice.

And of course anyone that has been around a newsroom long enough has heard a story about photojournalists sacrificing their own body to save their camera during a fall. Well, no more, Implus Footcare, one of the world's leaders in below the ankle products has just the item to keep your photojournalists, reporters and the public standing tall even in the worst snow or ice; Yaktrax!

Named after the sure-footed Tibetan Yak, YAKTRAX stretch over everything from winter boots to jogging shoes. Once in place, a grid of skidlock steel coils give users the traction of the famed mountain sheep on hard-pack snow and ice.

As you walk or jog, dozens of edges bite into the snow and ice, providing stability and grip in all directions. Users can take their normal stride without fear of falling or risking injury with short choppy strides that can shorten leg muscles and tighten hamstrings.



The unique lightweight design give users the same solid, secure grip they are accustomed to feeling on dry surfaces. Implus Footcare offers YAKTRAX's in both the YAKTRAX Pro (\$29.95) for active athletes and YAKTRAX Walker (\$19.95) for the mass market. Everyone from kids to the elderly can benefit from the safety and security provided by YAKTRAX, whether they are running, walking or working in winter elements. YAKTRAX is available at over 10,000 retail locations in over 20 countries. For more information, please visit www.YAKTRAX.com or www.implus.com.

Yaktrax Believers:

- **City of Vail, Colorado** – Provides Yaktrax's to employees and family members at no cost to cut down on slips and falls. (Has resulted in significant reduction of accident claims.)
- **Top NHL trainers** – Used by NHL, AHL and many top college trainers to quickly get across the ice ring to assist players.
- **Facility Managers at Major US Arenas** – Like Madison Square Garden
- **Professional Outdoor Athletes Around the World**

About Implus Footcare, LLC

Headquartered in North Carolina's Research Triangle Park, Implus is an innovative leader in the "below the ankle" categories of insoles, performance socks, shoe laces and shoe care. Implus' brands include Airplus®, Sof Sole®, apara® YAKTRAX® and Sof Comfort®, and are distributed in over 50,000 retail outlets across North America and in 65 countries worldwide. For more information, please visit www.implus.com or call (800) 446-7587.