

For Immediate Release

Media Contact:
Amy Cunha, BigPicture PR
415.362.2085 amy@bigpicpr.com

Orthaheel and Dr. Andrew Weil Integrative Footwear Launch 28-Day Walkabout Campaign

*50 brand ambassadors to embark on an
East-meets-Aussie “Quest for Health”*

San Rafael, CA (February 22, 2012) – Orthaheel and Dr. Weil Integrative Footwear are kicking off a nationwide Walkabout campaign on March 27, 2012, led by 50 brand ambassadors from across the United States. The campaign will take place over a 28-day period of time, during which the ambassadors will post about their journeys on a variety of social media channels.

“By illuminating the variety of ways people meet their minimum thirty minutes of daily walking, we’re really showing Americans just how easy it is to stay healthy,” said Phillip Vasyli, podiatrist and founder of Orthaheel and the Vasyli footwear brands.

Ambassadors represent the many faces of America, and the different reasons people walk their way to optimum health, from preventative measures, walking for a mood boost, or a post-baby return to fitness. Whether walking to and from work, strolling along the same path every morning, heading to the park to walk the dog, or meeting friends to walk for fun, this campaign encourages all Americans to get out and walk.

Podiatrist Philip Vasyli and Dr. Andrew Weil will kick-off the Walkabout in NYC on March 27th. Weil and Vasyli will announce the brand ambassadors at media tea and walk the first leg of the campaign themselves.

Each ambassador will receive a wellness kit and a pair of Orthaheel or Dr. Weil Integrative Footwear shoes to fit three lifestyles – the individual who incorporates their daily walking routine into their commute, a mom walking to the park, or the power walkers -- and will be fitted with a pair of shoes to suit their walking style. Participants will also receive a one-year discount on the brands’ footwear and orthotics. Upon completion of the 28-day challenge, one individual will be selected at random for a grand prize to be announced. Contestants can enter via the following link to be considered as an ambassador:

<http://www.weilbeing.com/walkabout>

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In addition, Orthaheel and Dr. Weil Integrative Footwear will provide incentive gifts throughout the 28-days for virtual walkers who post to their chosen social media outlet.

For more information about the Walkabout campaign visit www.weilbeing.com/walkabout.

