



## Press Release

FOR IMMEDIATE RELEASE

May 5<sup>th</sup>, 2011  
10:00am CST

Contact: Steven Newlon  
Office: 405-601-1534  
Email: [steven@idealfeet.com](mailto:steven@idealfeet.com)

### BRINGING SEXY FEET BACK FOR MOTHERS DAY

**Tulsa, OK** – To honor Tulsa-area mother's this Mother's Day, Tulsa company *Ideal Feet* will be offering free, full-pedorthic assessments and balance tests to anyone who stops by their store by Saturday, May 7<sup>th</sup>. The store will also be offering a discount to any women who make a purchase by Saturday.

"We realize that women already have enough on their plate, so we wanted to offer them a little something to help them have a more enjoyable lifestyle, as well as to help them prevent long-term effects that can occur if feet are not properly aligned," said Aaron Compton, licensed pedorthist and owner of the *Ideal Feet* store in Tulsa.

According to the American Podiatric Medical Association (APMA), a shocking 80 percent of women say they endure foot pain that limits their overall activity and that the majority of women wish their feet were more attractive and comfortable. The study also showed that women experience heel pain more often than men, and that feet were the number one body part to experience pain, but the most ignored when it comes to their overall health.

Research also indicates that foot pain can lead to other health conditions such as back or knee pain. Women also experience another common foot condition called metatarsalgia, a pain in the front pad of the foot, between the 3<sup>rd</sup> and 4<sup>th</sup> toes, and often effects women who wear high heels or tight fitting shoes.

Unlike drugstore arch supports that are cushions designed to fit your shoe size and wear out quickly or custom made orthotics that are very expensive and fabricated from a mold of your already damaged arch; a local company has a unique way to help the 26 bones and 4 arches in your feet find their ideal position so your body can heal itself naturally from the ground up.

"Our product has improved the quality of life for thousands of women in Oklahoma. Improved balance, stability and support are allowing them to get back to doing the things they love without foot pain," said Aaron Compton, licensed pedorthist and owner of the *Ideal Feet* store in Tulsa.

**Address:** 6117 S. Mingo, Tulsa, OK 74133 **Website:** [www.idealfeet.com](http://www.idealfeet.com)