

## Good Feet Gone Bad?

*www.walk2bfit.com is an E-experience dedicated to helping consumers get up on their feet walking towards good health, announces the final addition to their total comfort walking solution, SPIRA Waveshock Technology. The site will now move forward with further development of online value-added services free to consumers who log on.*

Portland, OR ([PRWeb](#)) February 22, 2008 -- [www.walk2bfit.com](http://www.walk2bfit.com) is an E-experience dedicated to helping consumers get up on their feet walking towards good health, announces the final addition to their total comfort walking solution, SPIRA Waveshock Technology. The site will now move forward with further development of online value-added services free to consumers who log on.

When you first log on to the site, you are greeted by a flash audio presentation of the founder at 330 lbs. and her after photos at 145 lbs. As you watch the slideshow, audio with meditational music are accompanied with inspiring words interluding the photo flash session; words like, "focus" and "live well". At the end of the slideshow, a butterfly enters the screen -- a symbol of personal metamorphis. Then as you scroll to the bottom of the page you will find an assortment of online experts in the format of "Just Ask". Each with their own personal testimony and success story to share. Each one available to consumers at no charge. There's an online e-journal, a diary you can access 24/7 to log your daily progress whether you are on a diet or walking program. As you scroll through the different menus, you learn about biomechanics, body posture, diabetic foot care, the diabetes epidemic, the psychology of success and failure and how it links to 'yo-yo- dieting'. The value goes further to an online retail store that offers the same products you'll find at foot specialty stores for a fraction of the cost. As you scroll the site, you get a sense of 'real' since the site is designed by a real person for real people.

"The online e-Xperience concept takes online retail into a different dimension of consumer experience," says Maribeth Bunch, Founder. "We didn't want to be just another e-commerce, price-fighting for traffic. We wanted consumers to come to us for information, education, interaction (with our new blog) and expert advice all FREE to the consumer." The focus of the e-commerce, surprisingly enough is NOT the store. But the online panel of experts, the online testimonials and endless education providing consumers a true one-stop shop and value-added experience.

The <http://www.walk2bfit.com/blog> is updated weekly to keep people coming back for more. "We send newsletter updates addressing consumer concerns from the latest in diabetic foot care to where NOT to go for a pedicure. Our information is drawn from resources such as the Center of Disease Control, people can trust our information to be true and current," says Ms. Bunch.

Ms. Bunch uses her own weight loss story to inspire others, having lost 170 lbs. working with her bariatric surgeon, walking was essential to the success of her weight loss and it was very painful. "When up to 5 times your body weight goes to your feet at each step, I was carrying a load of 1,650 pounds of pressure on my feet -- no wonder they hurt! My own personal experience was what motivated me to inspire others to find relief from the foot pain that often prevents people from getting up on their feet and walking the extra mile to good health."

The site is the only one-stop shop for expert guidance, education, products, and interaction. "We have something for everyone", says Ms. Bunch. "Our goal is to get people around the world up on their feet pain free to walk the distance towards good physical, mental and emotional health and the secret is truly in your shoes!"

Next month [www.walk2bfit.com](http://www.walk2bfit.com) will be adding an online chiropractor to complete the online expert panel (podiatrist/foot doctor, certified pedorthist, certified athletic trainer, former model, licensed esthetician) to provide online free advice for all consumers walking their way towards good health. Also, provided is an abundance of education on diabetic foot care and foot wear options.

Over the next few months [www.walk2bfit.com](http://www.walk2bfit.com) will be launching the Walk2BFit Kid's Count Rewards Program through the walk2bfit kid's blog. "Today, one out of three children is overweight or obese and juvenile diabetes is a global concern," says Ms. Bunch. "Today's youth are sedentary. Video games, MySpace and technology has made it easy for kids to stay indoors. When I drive home from work in the evening, I don't see children riding bikes, skating, roller skating or jump roping as we did when I was growing up. Times are different, being a child living in these times is different. The blog is designed to help inspire children with monetary rewards and eventually they'll recognize the social aspects of walking with friends, in malls and in their communities."

The walk2bfit kid's blog is a place, where kid's and teens can log on at no cost, register to receive a free pedometer and get rewards for walking steps. The kid's count program will count the steps that kid's walk as they earn rewards like free name brand walking shoes and t-shirts. For those real motivated kids, a pair of custom painted Nike AF1 'kicks' will be rewarded -- hand painted from a world reknowned urban artist 'sole junkie' (<http://www.solejunkie.com>) who has firsthand experience in rising above adversity in his own childhood, and is actively involved in supporting and inspiring the youth of today through his art.

Sole Junkie, also known as, Steven Cedre Jr., lost both parents at an early age. Steven says, "Losing my parents at 11 and 13 meant I grew up quickly, other kids would be planning out vacations and family outings ... not me, I planned funerals. So naturally to cope with my issues, one of my escapes was to draw. After a brief childhood and teenage years I decided to go to college. I attended California State University of Long Beach. There I studied art. They had a great program, wonderful faculty and even better colleagues. I entered the Fine Arts program and graduated with Bachelors in Fine Arts with a specialization in Drawing and Painting." Today Sole Junkies urban art collection can be seen at Gallery 33 East in Long Beach, California. Steven uses his own personal story of rising above adversity to help inspire children and teens to 'not give up.'

The reward program and blog will be a site where kid's can turn to share their accomplishments, goals and ambitions and receive peer support while interacting with others around the world who are also walking to be fit. The blog is linked to the Presidential Council for Fitness Challenge Program to encourage children around the world to get on their feet and active.

Walk2bFit has recently been recognized by World Footwear Magazine has a resource for diabetics to gain information and diabetic foot care products. Walk2BFit believes that as retailers, we need to educate consumers, provide great products, pricing and education -- our online resource provides us a platform to take a consumer retail experience up a few notches to an actual E-experience. All at no cost.

Visit <http://www.walk2bfit.com> for your own personal E-experience and sign up for all the free tools and updates today.

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