

SANTA CRUZ, CA, September 16, 2013 **/24-7PressRelease/** -- Set your feet free! Feel like you're going barefoot and still have protection for your feet from glass, mud, rocks, and rough trails. All you need is a pair of Shmmas.

Crafted in Santa Cruz, California, Shamma Running Sandals are updated minimalist sandals. Not only for running, but also as sandals for walking, hiking, beach-ware, and just about any outdoor activity you can come up with. Built to last the miles, these all-terrain sandals are perfect for barefoot runners as well as for casual use around town.

Today, Shamma Running Sandals announces its first major collection for runners and adventurers everywhere, starting with two great models:

- **Jerusalem Cruisers:** An all-terrain all-rounder minimalist sandal ideal for running and walking on flat surfaces or light trail running - slip-on lacing design, durable 6mm neoprene soles, a military-spec tension-lock buckle adjustable in 4 directions, and no knots to trip over.
- **Super Cruisers:** With FootFit Heel Straps for a snugger fit requiring less adjusting, comes with tubular nylon Super Tape laces or natural oil-tanned leather.

"The great thing is that you don't have to be a runner to benefit greatly from minimalist footwear, especially Shamma Running Sandals. The first reason is that our sandals are superior to flip flops. Just the name flip flop should tell you that they are not built for performance. Our sandals allow you to walk without flipping and flopping. In fact, our sandals allow you to walk with a natural stride," said Josh Stiles, Shamma Running Sandals founder and sandal maker, "...the foot is able to relax because the lacing system holds the foot securely. This prevents the toes from having to grab on to the sandal, which happens when wearing flip flops...The foot is also able to splay properly which distributes the force of each impact as one walks. This lessens the impact on your joints."

All Shamma Sandals are incredibly lightweight, comfortable, and have custom sole patterns designed for barefoot usage. The soling material forms to your feet with usage, turning into your footprint and giving a truly custom fit. They are simple and versatile, based on age-old traditions in footwear. They are proudly crafted in the USA.

Shamma Running Sandals Launches New Collection for Minimalist and Barefoot Runners

Written by Australian Business

Whether you're a barefoot enthusiast, a dedicated marathon runner, a casual city stroller, or just want to relax on the beach, Shamma Running Sandals give you the style, comfort, and performance that you need.

Shamma Running Sandals retail for \$49.95 - \$54.95. The Jerusalem Cruisers and Super Cruisers are available today for order online at <http://www.shammasandals.com>.

About Shamma Running Sandals

At Shamma Running Sandals, our mission is to spread the benefits of the barefoot lifestyle and to provide performance footwear for dedicated runners. We want to Free your Feet! We do this by hand-making modern minimalist footwear, and by committing to craft sandals that are built to last, feel great, and look stylish. Founder Josh Stiles has been working on hand-crafted Shamma Running Sandals with his committed team since 2011 in Santa Cruz, CA.

Visit <http://www.shammasandals.com>