



For Immediate Release

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## XTERRA FOOTWEAR JOINS THE RACE TO SAVE BIG CATS

*Running shoe maker chooses cat conservation leader Panthera as charity partner, gives back to the animals who inspired their WILDred traction technology*

**New York, NY** - [XTERRA Footwear](#) announced today the company has chosen the big cat conservation organization, [Panthera](#) as one of its charity partners. The partnership will allow XTERRA to contribute to the organization's science-based programs to protect lions, tigers, snow leopards, and other big cats. XTERRA customers will also benefit. XTERRA will provide a 20 percent discount for online customers who enter the code Panthera during checkout, and the company will donate \$10 per pair of shoes to Panthera.

The choice of Panthera as a charity partner exemplifies the young company's ethos, while also giving a nod to the cats that inspired XTERRA's running traction technology, [WILDred](#). Developed by XTERRA founders and designers, Ash Brown and TJ Gray and based on the mechanics of a big cat's paw, the outersole is used on the company's all-surface running shoes. When a big cat runs, its paws grasp the ground surface by squeezing contact into its center to provide traction. WILDred works in much the same way by mimicking the big cat's efficient gait to provide stability for uneven surfaces and speed.

"We are very excited to contribute our small but growing part to Panthera's promising and noble effort to secure a future for the big cat species," **said Brown**. "Big cat populations are dwindling fast. Whether it is a loss of habitat or poaching, the numbers of lions, tigers and other iconic cats are declining at a shocking rate. The scientists and researchers that work for Panthera have the solutions to these problems and are

working now to stop these trends. We are happy to be able to contribute to their work in the field.”

Founded by Dr. Thomas S. Kaplan in 2006 with the sole mission of conserving the 36 species of wild cats, Panthera is led by renowned scientists who work on the frontlines of conservation throughout the world. Their range-wide species conservation strategies target the world’s largest, most imperiled cats – tigers, lions, jaguars and snow leopards. Panthera is unique in that it guarantees that 100 percent of all donations go directly to the field, as all overhead (salaries, office and administrative costs) is generously covered by Dr. Kaplan, Panthera’s founder and Chairman of the Board.

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