



Pedestrian Shops Continues Earth Day Shoe Recycling Tradition -- Solar Energy now part of the long-time green shoe retailer's story

Pedestrian is known for its selection of the world's most comfortable brands of shoes and its commitment to defining its success (Green business practices) in social and environmental as well as economic terms.

Boulder, CO ([PRWEB](#)) April 9, 2008 -- The Pedestrian Shops is celebrating its B' Earth day again this year with a shoe drive to benefit people in need. Pedestrian, Boulder's comfortable shoe stores were selling shoes 38 years ago, on the original Earth Day in the spring of 1970.

New or slightly used footwear is being collected at the Pedestrian Shops locations, at 1425 Pearl on Boulder's Downtown Mall and south of McGuckin Hardware in The Village, from Friday, April 18, through Monday, May 5. Customers who bring in a pair of shoes qualify for a 10 percent discount on any purchase, including footwear already sale priced.

"A purchase isn't necessary. We're just really happy to get good used shoes from people who want to help someone in need," said Lauren Polk, general manager of the Pedestrian Shops.

This is the Pedestrian Shops' ([comfortableshoes.com](#)) 40th shoe drive. It has been conducting annual Thanksgiving and Earth Day shoe drives for 20 years. More than 30,000 pairs of reusable shoes have been collected by the Pedestrian for distribution by the First Presbyterian Church Deacon's Closet and other community partners.

Pedestrian is known for its selection of the world's most comfortable brands of shoes and its commitment to defining success in social and environmental as well as economic terms. Green business practices are especially important to Pedestrian. Apart from shoe sales, Pedestrian considers its greatest success to be the recent activation of its 10.32-kilowatt solar power plant, which produces carbon-free energy equal to nearly 50 percent of the energy necessary to power its headquarters location on Boulder's downtown mall. The plant will prevent 28,000 pounds of carbon dioxide emissions from entering the Earth's atmosphere each year. More examples of the Pedestrian Shops' social and environmental programs can be found and commented on at [comfortableshoes.com/blog](#) .

"We believe we're the world's first solar-powered shoe store and we know we sell the world's most comfortable brands of shoes," said Richard Polk, president of Pedestrian Corporation. "I'm really excited by the notion that we now can sell shoes without leaving a carbon footprint."

The Pedestrian Shops encourages its customers to enjoy life and take a walk.

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