



12200 Foothill Blvd., Rancho Cucamonga, CA 91739  
Rancho Cucamonga, California  
909-803-2414  
[www.shoesnfeet.com](http://www.shoesnfeet.com)

## **FOR IMMEDIATE RELEASE**

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**Media Contact:**

Joan Sammon  
206.715.5057  
[jmsammon@comcast.net](mailto:jmsammon@comcast.net)  
[www.shoesnfeet.com](http://www.shoesnfeet.com)

### **SHOES-n-FEET® Steps into Rancho Cucamonga**

BELLEVUE, Washington- SHOES-n-FEET® announced the grand opening of its first retail location in the Rancho Cucamonga, California area on September 19, 2005. This location represents the first of several new locations slated to open over the next four years in California.

The concept upon which SHOES-n-FEET® is built is unique for a shoe store. Company founder and President, Joseph Bentvelzen recognized the need for a shoe store whose staff works closely with the medical community. SHOES-n-FEET® staff uses the education they receive through partnerships with medical professionals to educate SHOES-n-FEET® customers about foot structure and mechanics, as well as common foot problems that cause pain. The staff then identifies custom solutions available for

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these problems. The 'fitting process, often lasting up to 30 minutes, involves state of the art fitting techniques, gait observation and expertise in common foot ailments. These practices, coupled with the knowledge offered by the staff, create an unprecedented level of service for SHOES-n-FEET® customers.

“Our staff is trained and educated by medical professionals, such as podiatrists, physical therapists and pedorthists,” said co-owner, Liz Mojabe. “This education becomes part of the interface that occurs between our staff and our customers.

Already well established in the Greater Seattle area, and with a new store recently opened in Sacramento, this new SHOES-n-FEET® located near, Victoria Gardens, brings this unique fitting concept to Rancho Cucamonga.

**About SHOES-n-FEET®:** SHOES-n-FEET® is an industry leader in providing stylish, well-fitted shoes in a comfortable, retail setting. The company's success is rooted in delivering exceptional service and providing superior knowledge about foot health. SHOES-n-FEET® employees receive constant education regarding foot health and the latest medical knowledge about prevention from physicians and other medical professionals specializing in foot health. SHOES-n-FEET® is based in Washington State Illinois and Washington in 2005 and 2006. The management and resources of SHOES-n-FEET® are committed to the promise of healthy feet, unsurpassed fit, and stylish shoes.

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