

# Profeet raises funds for Asthma UK

**P**rofeet, the UK's leading customized insole and sports footwear specialist, has recently launched a new running footwear shop in Balham, South West London, and is publicizing the event with a 'running shoe amnesty' to raise funds for Asthma UK.

Profeet is giving £5.00 for each pair of old running shoes that is brought into the new shop. Customers will receive a £2.50 credit note against their next purchase, and the remaining £2.50 will be donated to Asthma UK, to help raise funds to support the 5.2 million people with asthma in the UK. The 'running shoe amnesty' will last until mid-September, and there will be a maximum of 5 pairs of running shoes allowed per person!

Hamish Wolfenden, Founder and Technical Director of Profeet says, "It's great to be able to support and raise funds for such a worth while charity, as well

contribute to helping the environment by re-cycling people's old trainers and unwanted footwear. All old running shoes are collected every week by children's charity The Variety Club. The shoes are then re-cycled or given to the homeless and people less fortunate than us to wear."

Profeet was the first high street shoe retailer to introduce a scientific approach to customizing footwear with insoles, offering an appointment based while-you-wait one hour service. The new Profeet Balham shop will utilize the latest video and pressure mapping technology and enable customers to interact with the uniquely designed *3D Fit System* to achieve the ultimate custom-fit shoe solution,



and ensure that the correct fit is obtained, to provide more comfort. This will improve performance across a range of sports including running, walking, cycling, tennis and golf, as well as many other team, individual and endurance sports.

Utilizing the latest technology, Profeet provide video gait analysis and customized insoles for footwear, whilst the customer waits. The customized insole is fitted to provide the correct level of



support, protection and cushioning to stabilize your feet. This will minimize the risk of injury and increase comfort in sport and for every day needs.

All Profeet staff are experienced and professionally trained to provide a high quality service for individual athletes, whatever level of performance. It is an appointment based service. A full ski boot fitting may take up to 2 hours and may require 2 sessions.

Profeet also retail many of the leading running shoes brands as well as some running clothing

and equipment. Please call 020 7736 0046 to make an appointment.

## Profeet shops are situated:

**Chelsea:** The Ski Boot Lab:

347 New Kings Road, London, SW6 4RJ

Tel: 020 7384 0603

**Fulham:** 592 Fulham Road, London, SW6 5NT

Tel: 020 7736 0046

**Balham:** 8b Balham Hill, London, SW12 9EA,

Tel: 020 7736 0046

**For further information about Profeet please see [www.profeet.co.uk](http://www.profeet.co.uk) ■**