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Injinji Performance Toe Socks Named “Official Sock” Of Badwater Ultramarathon July 14-16

SAN DIEGO, CA (May 28, 2008) – Injinji, the San Diego-based pioneer of performance toe socks or “tsoks,” has been named the “Official Sock” of the Badwater Ultramarathon, one of the most eminent long-distance running events taking place this summer.

“Our socks are all about performance – Badwater is the ultimate test, and the perfect platform to showcase our products,” explained [Injinji](#) co-founder Randuz Romay.

Mirroring the mittens-versus-gloves concept, Injinjis break the traditional sock mold with a design that enables the entire foot to perform naturally and efficiently. The tsoks allow each toe to function individually, resulting in proper balance, posture and gripping, and the seamless, lightweight construction alleviates performance-hindering foot problems commonly experienced by those participating in Badwater.



Covering 135 miles over a 14,000-foot cumulative elevation gain, the legendary [Badwater](#) pits 90 of the world’s toughest athletes against each other in a non-stop race from Death Valley to Mt. Whitney, CA, July 14-16. With race temperatures often reaching up to a grueling 120 degrees, Badwater is true test of will and athleticism.

“We are really pleased to have Injinji’s support, and can say with absolute certainty that Injinji socks are a must-have for anyone participating in ultramarathons, especially the Badwater,” said Chris Kostman, race director for the event.

Now moving into its fifth year of sponsoring Badwater, Injinji provides every participant with a pair of performance toe socks prior to the race, and also sponsors its own team. Team Injinji has placed first in the women’s competition twice, and Injinji athletes [Monica Sholz](#), [Akos Konya](#) and [David Goggins](#) have all nabbed the race’s top three spots while wearing tsoks.

In addition to Team Injinji, more than half of last year’s competitors wore the performance toe socks and finished the race without any foot problems.

“To actually witness someone run and finish this race, you never come back the same. You always remember the lessons from that road,” Romay said. “We’re honored to be such an integral part of Badwater.”

The elite runners, marathoners, coaches, and adventure and ultra athletes that make up Team Injinji have all enhanced their performance and alleviated foot problems with Injinjis, their sock of choice.

For more information on the company, visit www.injinji.com. Editorial media may contact On the Horizon Communications at (805) 773-1000 or email holly@thepressroom for additional information, images or product samples.