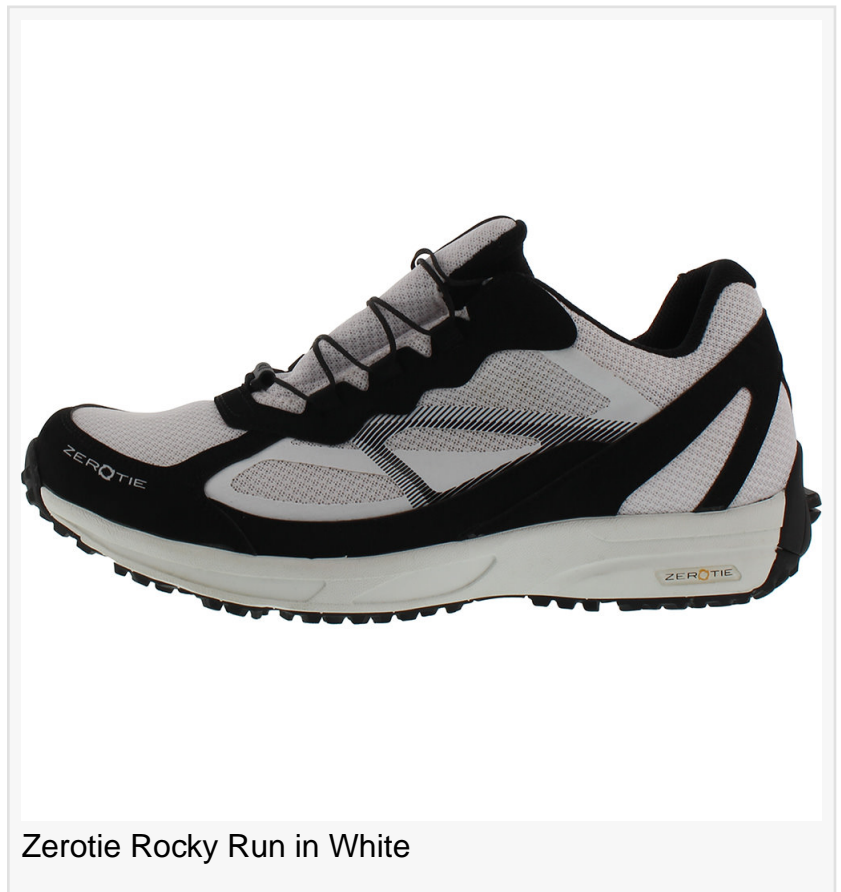


# Zerotie, the World's First Hands Free™ Self-lacing Shoes, exhibiting at Surf City10 Walk in Huntington Beach, California

*The Surf City10 Walk takes place on Saturday, October 14th and Sunday, October 15th, 2017.*

NEW YORK, NEW YORK, UNITED STATES, October 12, 2017 /EINPresswire.com/ -- [Zerotie](#), hands free, self-lacing shoes will be exhibiting at the Surf City 10 Walk in Huntington Beach, CA this weekend on Saturday, October 14th and Sunday, October 15th, 2017. The much-anticipated, new line of Men's, Women's and Children's Fall 2017 Zerotie shoes will be on display throughout the two-day event, including the LifeStyle Expo and Finish Line Festival, located at the Huntington Beach Parking Lot at 21291 Pacific Coast Highway in Huntington Beach. And just for this special event, Zerotie is offering a 20% discount on all shoes ordered at the Surf City 10 Walk.



Zerotie Rocky Run in White

Zerotie is a unique shoe, in that it combines technology with footwear. The patented Zerotie system eliminates the need to bend down to tie and untie your shoes. With Zerotie shoes, there is no button to press or strap to pull. It's simple and easy to use. To wear the shoe, you simply place your foot in the shoe, draw your foot back to activate the "tying" mechanism and you're ready to go. Loosening the laces is just as easy. All you have to do is effortlessly press down on the small lever on the back of the shoe with your foot and you step right out. The shoes are absolutely hands free. Once you take them out of the box, you'll never need to touch them with your hands again.

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So many people have told us how much they really need a product like this, for a variety of reasons, because it will literally change their daily lives.”

*Forrest Brown, VP Sales,  
Zerotie*

“This shoe presents a tremendous benefit to so many different types of consumers”, states Evan Cagner, C.E.O. of [Synclaire Brands](#). “It's really a quality of life product...our technology works great for people who need to tighten and loosen their shoes constantly, and those who take their shoes on and off many times a day; health care professionals, frequent air

travelers, triathletes, runners, home services workers, the elderly and disabled, and people with

special needs.”

“We have been taking Zerotie around the country for the past few months and the reaction has been amazing,” states [Forrest Brown](#), VP Sales for the brand. “Everywhere we go, people are just so intrigued by the idea. But the magic really happens when they put them on and run with them. The feedback has been phenomenal. So many people have told us how much they really need a product like this, for a variety of reasons, because it will literally change their daily lives.”



When exhibiting at the Surf City 10 Walk, the brand is hoping to get the same reaction. “We are so excited to reveal the new Zerotie Fall 2017 Collection to this community,” states Brown. “This type of footwear is such a game-changer – plus we offer a great combination of style and functionality.”

Zerotie was invented by Greg Johnson, after watching his mother struggle with bending down to tie her shoes due to her severe arthritis. After perfecting the design and technology, he connected with Victoria Staten, Zerotie’s Brand Manager. Ms. Staten spent many years of her career in the shoe business and now consumers all over the country will finally have an opportunity to wear these life changing shoes. “While the idea came from someone who couldn’t physically tie their shoes, we realized we were on to something when we tested it with kids who said they wore them every day and didn’t want to give them back!” states Staten.

The Fall 2017 collection will include Men’s, Women’s and Children’s, starting at a price point of \$125USD for Adults and \$70USD for Children’s. Zerotie are available now, online at [www.zerotie.com](http://www.zerotie.com) as well as select Independent Comfort, Sporting Goods, General Outdoor, Tech Fashion and Children’s retailers nationwide. During the Surf City 10 Walk, Zerotie is being offered at a 20% discount when ordered at their booth at the Huntington Beach Parking Lot at 21291 Pacific Coast Highway in Huntington Beach, between Beach and Huntington St., across from Hilton Waterfront.

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