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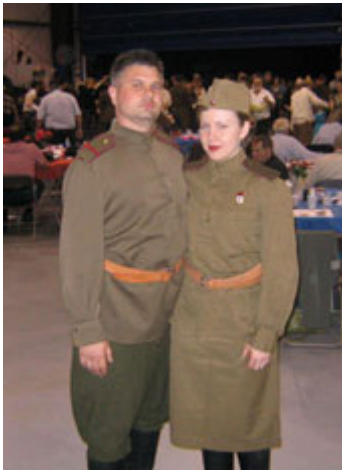
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Sports

Foot Solutions races to the forefront of Boston Marathon

By: [Michael Boylan](#) Wed, 04/25/2007 - 8:36am

Proving they are a force to be reckoned with, Foot Solutions, the world's largest franchiser focused on foot care health and wellness and relatively new on the running scene, took the Boston Marathon by storm last week when several of its runners were thrust into the national spotlight with strong appearances despite injuries and biomechanic issues.

Leading the marathon for the first 17 miles, two Foot Solutions runners attempted to do what the U.S. Olympic Hockey Team did during the 1980 Olympics in their famous upset of the supposedly invisible Russian team.

"It was our strategy from the start to run the race hard at the beginning and still finish strong," said Foot Solutions Elite Running Coach Margaret Sue Bozgoz. "Of course we knew that the odds were not in our favor. Foot Solutions is a relatively small company and cannot afford the top runners in the business. But Jared Nyamboki, our strongest runner, is known for his quick start and with our other runner serving as the pacer, we believed Nyamboki, if he could get over Heartbreak Hill, had a chance to go the distance and win at Boston."

The strategy conceived by Bozgoz and supported by Foot Solutions Founder and CEO Ray Margiano was one that some questioned in the days following the race. But both Bozgoz and Margiano answered their critics by simply explaining their underdog philosophy.

"Boston is the premier running event and so we thought it was worth the gamble to try something different there," Margiano said. It didn't work out as planned but think about how fantastic and memorable it would have been had it worked. Who knows, if the weather had been better he really might have been able to do it," Margiano said. "In any case, we are proud of our runners and the race they ran."

Nyamboki, a Kenya native who lives and trains in Fayetteville, Ga. , and the majority of his Foot Solutions team members, are literally running for their lives. Most of the Foot Solutions team is running to escape extreme poverty in their native countries and many face political persecution.

"As minor leaguers in the marathon field, we are also particularly proud of our over 40 runners who prove every day that excellence can be achieved at any age," said Margiano.

Foot Solutions Team member Oleg Strijakov won the men's masters division (age 40-49) and was the 44th finisher overall (2:28:55). Strijakov, said he couldn't have done it without his Foot Solutions custom orthotics that relieves his painfully tight calves by correcting his severe over pronation.

Similarly, Nyamboki, who was born with one leg longer than the other and only began running professionally two years ago quickly began to feel the effects of his leg discrepancy as his body began to wear down. The disability caused Achilles Tendonitis, severe knee pain and frequent tightening of his calve muscles. In June of last year Bozgoz, brought him to Foot Solutions for help. Bozgoz is a U.S. Army Lieutenant Colonel (Retired) and an ALL Army Marathoner and Track Runner and has completed 51 marathons herself, as well as coached more than ten thousand walkers and runners since 1987.

"What he needed," Bozgoz said, "was to achieve balance. Nyamboki was like a car motoring down the highway with a flat tire."

Once Foot Solutions fit him with a custom orthotic he immediately began to feel relief and within a month was back to full training.

Foot Solutions has helped millions overcome similar conditions since its inception in 2000. With over 200 franchises worldwide, the company provides a unique service to its clients.

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- Yes, annex it! MacDuff Parkway will get extended; the city will get impact fees.
- No, let it stay less dense in the county. It adds too much traffic, not enough taxes.
- I don't know -- maybe, but I need more information.

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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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The concept is innovative because the highly trained staff uses digital computerized foot scanning technology to analyze and fit each customer and their specific foot care needs.

Fitting specialists at the store have completed courses in foot pathology and physiology. Their 10-step fitting process means a fitting specialist will spend an average of 30 to 45 minutes with each customer to ensure that they are in the properly designed shoe, including customized, accommodative inserts and arch supports to fit and support each and every unique foot shape.

"We find solutions for people whose feet hurt," said Margiano. "Consequently we also help a lot of people who have knee, joint and back problems. Additionally, we are rapidly becoming known for our expertise in sports pedorthics," said Margiano.

Donna Robertson, who is well-known in the sports pedorthics arena, having served as the pedorthic specialist for two Olympic teams, has recently joined the corporate staff.

Foot Solutions sponsorship of an Elite Running Team allows them to communicate an important message to professional as well as amateur athletes and even those who are just on their feet all day long.

Margiano said the message is a properly fitted supportive shoe, combined with an accommodative insert can put your feet in balance and, in turn, improve the alignment of the rest of your body.

"That's important on Marathon day and every day," said Margiano.

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