

May 7, 2025



Skechers Named Official Footwear Partner of Bay to Breakers Powered by Windsurf 2025

Footwear Leader Joins as New Sponsor for San Francisco's Most Iconic Footrace On Sunday, May 18

SAN FRANCISCO, May 7, 2025 /PRNewswire/ -- Step by step, a new partnership is lacing up to energize San Francisco's most legendary race: Bay to Breakers Powered by Windsurf is proud to welcome Skechers as the Official Footwear Partner of the 2025 race. The iconic San Francisco event, set for Sunday, May 18, continues its tradition of partnering with innovative and community-led brands to enhance the runner experience at every level.



Skechers Named Official Footwear Partner of Bay to Breakers Powered by Windsurf., San Francisco's Iconic Footrace

Known as the Comfort Technology Company™, Skechers will bring their dynamic energy, signature Comfort that Performs, and innovation to this year's event by introducing the new Skechers AERO series of technical running shoes to race attendees and participants. Representing the latest evolution of technical running shoes from the brand, Skechers AERO is

engineered to deliver an exhilarating blend of speed, style, and comfort to help runners push beyond their personal bests—the Bay to Breakers Powered by Windsurf race will be the first event where Skechers activates to showcase Skechers AERO, which launched on May 1.

Race participants and spectators can also look forward to Skechers branded on-course activations and memorable moments at the Finish Line Festival designed to celebrate runners and further enhance the bold and inclusive energy that has defined the iconic race since 1912. Skechers will also award the top three finishers in each category of the Hayes Hill Challenge with a new pair of Skechers AERO running shoes.

"Skechers' involvement adds a whole new dimension to this year's Bay to Breakers," said Phyllis Blanchard of Motiv Sports/Bay to Breakers Powered by Windsurf. "We're excited about the energy they'll bring, and the opportunity to showcase footwear that keeps pace with the most delightfully unpredictable race in America."

Bay to Breakers is a San Francisco original, known for its spirited race that has been a staple of the city since 1912. It brings together athletes, families, community members, and costume-clad participants for a 12K race from the San Francisco Bay to the breakers on the Pacific Coast. Bay to Breakers is a celebration of life, laughter, and the personality of San Francisco, embodying the city's inclusive spirit and community engagement. During the annual Bay to Breakers Race, participants of all ages and abilities, and oftentimes in costume, line up on Howard Street a few blocks from The Embarcadero on the third Sunday in May – in 2025, May 18. The course travels west through the City and finishes at the Great Highway, where the breakers crash into Ocean Beach. It truly is a time-honored tradition and the quintessential San Francisco experience.

To learn more about Bay to Breakers or sign up for the fun, visit www.baytobreakers.com. For sponsorship or Corporate Teams information, email Alex Jee at ajee@motivsports.com.

About SKECHERS U.S.A., Inc.

Skechers (NYSE:SKX), The Comfort Technology Company® based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. The Company's collections are available in 180 countries and territories through department and specialty stores, and direct to consumers through skechers.com and more than 5,300 Skechers retail stores. A Fortune 500® company, Skechers manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

Media contact:

David Perry / (415) 676-7007 / news@davidperry.com



View original content to download multimedia: <https://www.prnewswire.com/news-releases/skechers-named-official-footwear-partner-of-bay-to-breakers-powered-by-windsurf-2025-302448376.html>

SOURCE Bay to Breakers; Skechers