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# 14th Annual Skechers Pier to Pier Friendship Walk Aims to Raise Another \$2.5 Million for Kids

*Multi-Year Presenting Sponsor Kinecta Federal Credit Union will Return with Celebrities Brooke Burke, Sugar Ray Leonard, Amanda Kloots and Dani Bowman to Raise Funds for Children with Varying Abilities, Schools and Scholarships*

LOS ANGELES--(BUSINESS WIRE)-- The [Skechers Pier to Pier Friendship Walk](#), presented by Kinecta Federal Credit Union, has announced a \$2.5 million fundraising goal for a second year in a row—funds that will directly support youth with varying abilities, schools and the Skechers Foundation’s national scholarship program. Supported by Kinecta and more than 100 companies, the annual event will feature live performances, celebrities and athletic icons including Brooke Burke, Sugar Ray Leonard, Amanda Kloots and Dani Bowman, who will join thousands of walkers in support of children.



Skechers President Michael Greenberg and Friendship Foundation member Jacob celebrate the

“Since 2009, the Skechers Pier to Pier Friendship Walk has created new ways that we can nurture our kids—and it’s done it in one of the most joyous ways imaginable: as an annual celebration for families,” said Michael Greenberg, founder of the Skechers Pier to Pier Friendship Walk. “Many of our Walk’s children are supported by parents, friends and neighbors who come together in person and online to celebrate them every fall. And with each passing season, there are new milestones—from students’ achievements in classes and life-changing college scholarships to our recent groundbreaking of our world class Friendship Campus, which will educate and inspire youth with varying abilities, offer them college-based learning and show them how they can be part of our community for the rest of their lives. The Skechers Pier to Pier Friendship Walk isn’t just the biggest event in California for these children’s causes, it’s one of its most ambitious—and our donation goals and investment in our kids this year is no exception.”

“As a mom, I’m thrilled to take part in an event that is passionate about our kids and

2021 Skechers Pier to Pier Friendship Walk in Manhattan Beach, CA. (Photo: Business Wire)

committed to changing lives,” added Amanda Kloots, co-host of *The Talk* and fitness entrepreneur. “Whether you’re a child

with unique abilities who wants to celebrate your birthday with friends, a student in search of your true passion or a high school student who dreams of going to college, it means everything to have people believe in you—and that’s what this beautiful day is all about.”

Donations from the Skechers Pier to Pier Friendship Walk support [The Friendship Foundation](#) and education foundations for public schools. In addition to the Friendship Campus (The Greenberg Family / Skechers Center), the Friendship Foundation offers children with developmental disabilities one-on-one peer visits and social recreational activities, from online gatherings to summer camps, sporting event outings and classes such as music, yoga, cooking, art and drama. The event also helps enhance schools, reduces class sizes, updates labs, libraries and facilities and protects teachers’ jobs. The Skechers Foundation’s national scholarship program gives a portion of its proceeds to students with financial need and proven excellence in academics, athletics and leadership, and has donated nearly \$1 million in scholarships to date.

“The Walk is a truly special event, and we sincerely appreciate the opportunity to partner with Skechers and participate as its Presenting Sponsor,” said Keith Sultemeier, president and chief executive officer of Kinecta. “We’ve served the South Bay community for over 80 years. Time and again, we’ve seen our community come together to find solutions to complex problems. The Skechers Pier to Pier Friendship Walk is a great example. It has been instrumental in funding quality education and emotional enrichment for children with varying abilities and challenges, helping and encouraging them to reach their full potential.”

Historically one of California’s largest events for children with developmental disabilities and education, the Skechers Pier to Pier Friendship Walk has raised nearly \$18 million, including \$2.6 million in 2021, for public schools, scholarships and the Friendship Foundation—and up to 17,000 support the event as registrants and walkers.

Featuring a cast of performers including *Young Selena* singer and *America’s Got Talent* golden buzzer winner Madison Taylor Baez, the Walk is supported virtually worldwide by celebrities and legendary athletes such as Clayton Kershaw, Tony Romo and Brooke Henderson, as well as numerous YouTube and Disney network stars.

Walkers can register in person at the event, sign up online at [skechersfriendshipwalk.com](https://skechersfriendshipwalk.com) and live stream the 14<sup>th</sup> annual Walk at [the site](#) on Sunday, October 30<sup>th</sup> at 9am PST. Participants can also follow the event on [Facebook](#), [Instagram](#), and [Twitter](#).

In addition to Presenting Sponsor Kinecta Federal Credit Union, the Skechers Pier to Pier Friendship Walk thanks all of its sponsors, including Nickelodeon, Los Angeles Chargers, Dakine, Los Angeles Kings, Bank of America, Big 5 Sporting Goods, Rare Beauty, Los Angeles Angels, Vertra, WSS, Steel Sports, Academy Sports & Outdoors, United Legwear & Apparel, CET Foundation, Chevron, Ross Stores, Continental Development, McCarthy Building Companies, Petco Foundation, Turkish Airlines, MBS Group, Moose Toys and many more companies who are committed to making a difference in the lives of our children.

### **About Skechers Foundation**

Established in 2010 to help children in need, the Skechers Foundation is dedicated to strengthening communities to ensure the health, success and well-being of youth worldwide. We invest in a global network of charitable organizations dedicated to embracing individuals with diverse abilities, improving education, empowering disadvantaged families and providing humanitarian, disaster and economic relief. By supporting millions through our products and services, we aspire to make a valiant effort in creating stronger, self-sufficient individuals for future generations.

### **About Skechers USA, Inc.**

Skechers USA, Inc. (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 over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and 4,355 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit [about.skechers.com](https://about.skechers.com) and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [TikTok](#).

### **About Kinecta Federal Credit Union**

Headquartered in Manhattan Beach, California Kinecta Federal Credit Union is the country's 35<sup>th</sup> largest credit union, with assets of \$6.6 billion and more than 270,000 member-owners from coast to coast. Banking the Southern California area for more than 80 years, with additional branches in New York, New Jersey, Northern California and Florida, Kinecta offers its members a full range of financial products from banking, lending and insurance to wealth management services. Kinecta has been recognized by the Mortgage Bankers Association as a recipient of its Diversity, Equity and Inclusion (DEI) Residential Leadership Award, and received the Best of Show award granted by the Credit Union National Association (CUNA) Technology Council. Forbes awarded Kinecta as a top-ranked credit union in California on its America's Best Credit Unions in Each State 2022 List. Daily Breeze readers have named Kinecta a top credit union for the past 12 years in the South Bay area of Los Angeles. Kinecta has 32 locations and its members can use a network of more than 5,800 shared branches and access over 85,000 fee-free ATMs nationwide. For more information on Kinecta, visit the [website](#) and [LinkedIn](#).

*This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may include, without limitation, Skechers' future domestic and international growth, financial results and operations including expected net sales and earnings, its development of new products, future demand for its products, its planned domestic and international expansion, opening of new stores and additional expenditures, and advertising and marketing initiatives. Forward-looking statements can be identified by the use of forward-looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected in forward-looking statements. Factors that might cause or contribute to such differences*

*include the disruption of business and operations due to the COVID-19 pandemic; delays or disruptions in our supply chain; international economic, political and market conditions including the effects of inflation around the world, the challenging consumer retail markets in the United States and the impact of Russia's recent invasion of Ukraine; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers; decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers, especially in the highly competitive performance footwear market; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in Skechers' annual report on Form 10-K for the year ended December 31, 2021 and its quarterly reports on Form 10-Q in 2022. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. The risks included here are not exhaustive. Skechers operates in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.*

Jennifer Clay  
SKECHERS USA, Inc.  
[jennnc@skechers.com](mailto:jennnc@skechers.com)  
(310) 937-1326

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