

Children's Shoes

As parents, we want nothing but health and happiness for our children. We worry about getting their teeth and eyes checked regularly but rarely do we pay attention to their developing feet. Many foot problems children experience, like those experienced by adults, can be prevented by simply wearing properly fitted, supportive footwear. When you buy new shoes for your kids, they should feel good from the moment they put them on. Footwear should never have to be "broken in."

Canadian Footwear is proud to carry a large selection of **New Balance** children's shoes. With New Balance, being a kid doesn't mean you have to compromise fit, comfort and support because you are not ready for adult sized footwear. Multiple width fittings, ½ sizes, removable insoles and supportive heel counters are the basic New Balance standards that help ensure proper fit and support for your kids.

For everyday play, New Balance kid's footwear is designed to look great while providing durable comfort and support. Whether your child's feet are average, wide or narrow width, New Balance offers the width selection to ensure your kids have shoes to get them comfortably through a busy day at the playground.

When it comes to shoes for school, there are 2 features that are most important to consider. First and foremost, kid's indoor footwear for pre-school and grade school usually need to be **non-marking**. All children's New Balance footwear has non-marking outsoles making them the right choice for school. To re-assure both parents and teachers, the words "non-marking" are imprinted right onto the bottom of the shoes. The second feature that is most often requested by schools and pre-schools is **velcro closures**. In addition to lace-up shoes, we carry many styles with velcro closures that allow children to quickly change their footwear for gym classes and outdoor recesses without assistance from a grown-up.

Be sure to clarify what specific requests your child's school may have regarding indoor footwear before you make your purchase.

****See the next page for Fitting Tips on Children's Shoes***

Fitting Tips for Children's Shoes

☺ Children's feet grow at a very quick rate. In young children, their feet can grow as much as 2 full sizes in one year. Make sure you have a thumbs width of empty space at the end of the shoe beyond their longest toe to allow for growth of your child's foot. Your child should always be able to comfortably wiggle their toes inside their shoes.

☺ With the shoes laced up on your child's feet, check the space between the two rows of eyelets. They should be 1 to 2 finger widths apart and fairly parallel to each other. A distance greater than 2 finger widths may indicate a shoe that is too narrow. A distance less than 1 finger width may indicate that the shoe is too wide.

☺ To confirm your child's current shoes are the correct size, remove the insoles and have your child stand on them. This gives you a good picture of how their foot is really fitting inside the shoe. You should have a minimum ½" space between the end of their longest toe and the end of their insole, and their foot should not significantly hang over the sides of the insole.

☺ Have your child wear the appropriate shoes for the specific activity they are doing. As with adult shoes, there is a meaningful difference between running shoes and cross trainers etc...

☺ Don't underestimate the importance of good quality, proper fitting socks. Some foot problems including blisters can occur because of an ill-fitting sock. As with adult socks, non-cotton moisture wicking socks are the best way to go for active kids.

☺ ALWAYS get your kids to untie and open up the laces when putting on or taking off their shoes. This will prevent damage to the supportive heel counter at the back of the shoe. Breakdown of the heel counter and inside lining almost always occurs as the result of the wearer not *putting on* and *taking off* their shoes properly. Get your kids in the habit of using their **hands** and not their feet to take off their shoes.

☺ Get your child's feet measured every time they get new shoes.

Keep in mind...if your child is experiencing a diagnosed foot problem, it is often beneficial to provide a more precise fit to their true, current shoe size not allowing a lot of extra room for growth. A shoe that is a bit on the bigger side does not always provide the level of support needed to aid properly in recovery.

