

YOUR MONEY

GIANT STEP

It'll take work to close gap

Step-in-Go shoes nab NYPL prize for entrepreneur

Their simple design and ease of use have earned Step-in-Go shoes a \$100,000 prize from the New York Public Library for entrepreneurs. The award, given annually to a single business owner or a team of up to three people, recognizes the company's innovative design and marketing strategy.

The award-winning shoes, designed by founder and CEO Pat Kiernan, are made of soft, comfortable materials and feature a unique design that allows them to be worn with or without socks. The shoes are also designed to be easy to put on and take off, making them ideal for people with limited mobility or those who are simply looking for a more comfortable shoe.

Step-in-Go shoes are currently available in a variety of colors and styles, and are sold through a network of independent retailers. The company's success is a testament to Kiernan's vision and hard work, and the award is a well-deserved recognition of his achievements.

The award-winning shoes, designed by founder and CEO Pat Kiernan, are made of soft, comfortable materials and feature a unique design that allows them to be worn with or without socks. The shoes are also designed to be easy to put on and take off, making them ideal for people with limited mobility or those who are simply looking for a more comfortable shoe.

Step-in-Go shoes are currently available in a variety of colors and styles, and are sold through a network of independent retailers. The company's success is a testament to Kiernan's vision and hard work, and the award is a well-deserved recognition of his achievements.

The award-winning shoes, designed by founder and CEO Pat Kiernan, are made of soft, comfortable materials and feature a unique design that allows them to be worn with or without socks. The shoes are also designed to be easy to put on and take off, making them ideal for people with limited mobility or those who are simply looking for a more comfortable shoe.

Step-in-Go shoes are currently available in a variety of colors and styles, and are sold through a network of independent retailers. The company's success is a testament to Kiernan's vision and hard work, and the award is a well-deserved recognition of his achievements.

Shoes, which will retail for \$249, are not fancy but they are comfortable and easy to put on and take off.



7:51 NY 1
60'

"In The Papers" 9-17-13 w/Pat Kiernan