

MAKING LIFE MORE FUN

Got Game? Performance Footwear Scores Points On And Off The Court

(NAPSA)—Whether they're practicing foul shots in the driveway, watching games at home or playing one-on-one at a neighborhood court, a growing number of youngsters are taking part in that all-American game, basketball. And during the season, it's not uncommon for kids to emulate the style of their favorite players. That's why when young fans compile their "must-have" wish lists, athlete-inspired performance footwear and matching apparel are sure to be at the top.

"Performance footwear dominates fashion for kids this season," says Geoff Sills, vice president, brand marketing for Kids Foot Locker. "Basketball-influenced looks are especially popular to wear both on and off the court. They're comfortable, durable and always stylish."

Parents want their children protected and comfortable while playing, and kids want to keep fashionable. This season's looks are a great combination of both, leaving parents feeling good and kids looking stylish. Here are some of the latest (and coolest) items that can help make any kid feel like his/her favorite player:

In the Zone

When it comes to setting the trends, many basketball players



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Basketball-influenced looks from Kids Foot Locker are popular both on and off the court.

take part in the action. Take Carmelo Anthony of the Denver Nuggets, who is launching his second signature shoe, the Nike Jordan Melo 5.5. This black shoe with a touch of his team's colors (blue/yellow), is well complemented with the Melo T-shirt or jersey and shorts, making it a smart look for any young athlete.

LeBron James of the Cleveland Cavaliers is another professional athlete introducing a signature shoe. Nike's Zoom LeBron III has the special technology to help any player on the court. With the full zoom air unit and spring plate, this shoe is sure to improve the wearer's look—and maybe even his/her game.

Finally, Tracy McGrady of the

Houston Rockets also has a uniquely styled shoe, the Adidas T-Mac III. The strap closure system is key in supporting the foot, and the wood treatment in the heel allows athletes to take the court home with them, even after they're done playing.

Off the Court

Fans of the game need to look "the part" as well. Whether your kids are cheering from the stands, or on their way to the game, Kids Foot Locker's fleece collection offers terrific outfits for comfort and style. Featuring pullover hoodies and matching pants, this cotton collection is great for any child who wants to look good while keeping warm during the winter months. The soft tops and pants come in a variety of colors such as black, red, caramel and pink.

Is your child having trouble deciding exactly what he/she wants? Let youngsters choose their own outfits with a gift card, available in a variety of denominations at all Kids Foot Locker stores.

Kids Foot Locker, with more than 375 stores in the United States, is the leading athletic footwear and apparel retailer exclusively for children. For store locations, call 1-800-613-KIDS or visit www.kidsfootlocker.com.