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NEW Organic Wool Urban Hikers Walk the Talk

Maggie's Organics treads the path to foot nirvana with their enlightened new socks. Start every day on the right foot with Maggie's Organics new Urban Hiker socks, made with Certified Organic Wool. Maggie's Urban Hikers are the one-stop, go-to sock for anyone serious about foot comfort.

/24-7PressRelease/ - YPSILANTI, MI, July 23, 2008 - Start every day on the right foot with Maggie's Organics new Urban Hiker socks, made with Certified Organic Wool. No matter if you're running up a craggy trail, walking around town or conquering the highest mountain of deskwork, Maggie's Urban Hikers are the one-stop, go-to sock for anyone serious about foot comfort. Wearers appreciate the versatility which stems from the fact that they utilize the same technology as hiking socks, yet are stylish and breathable enough to wear on a daily basis.

Urban Hikers are a departure from typical wool socks because of the delightful feel of organic wool—both Tall and Short heights—and remarkably cushioned sole that fits well in any shoe or boot. And, thanks to the hygroscopic properties of wool, the Urban Hiker absorbs moisture to keep your feet dry all day long. In fact, when it comes to wicking away perspiration or water, wool can absorb up to one-third of its own weight—unlike many synthetic fibers which can only absorb two to three percent of moisture before they begin to feel damp.

Consumers who have tried the Urban Hikers describe them as "flannel for the feet" and find the Certified Organic Wool to be improbably flexible and surprisingly lightweight. Available in sand or black, these must-have socks are washer friendly, fit snugly around the feet and ankles and do not twist or slouch like some of their lesser peers.

The Urban Hiker is the next step in a long line of durable and comfortable wool socks from Maggie's Organics. Using only 100% organic feed and sustainable grazing practices, the wool in Maggie's socks is free of synthetic pesticides, antibiotics and carbonization. In addition, Urban Hikers are made with Certified Organic Merino Wool, translating into an even softer product.

To learn more about Maggie's Urban Hikers or to request an interview, please call Chelsea Vurciaga at 720-937-3849 or email Chelsea@results.com.

About Maggie's Organics

Maggie's Organics was founded in 1992 on the premise that workers should be treated ethically and that clothing should be durable, affordable and constructed of environment-sustaining materials. Maggie's creates socks, scarves, tights, loungewear, tees, baby clothes and fashionable tops that feel as good to buy as they do to wear. Choosing only to work with business partners who guarantee livable working conditions and support worker independence, Maggie's remains true to its founding principles every step of the way. To ensure that conditions comply with company "fair trade" standards, President Bená Burda often personally visits manufacturers, farms and vendors. Maggie's Organics is proud to say that all Maggie's socks are manufactured in the USA.

Visit www.maggiesorganics.com or call (800) 609-8593 within the US, (734) 482-4000 outside the US. Call our media rep at 720-937-3849 or email chelsea@results.com