

Mompreneur Top Finalist in National Great Idea Contest Selected by Fast Company and Inc. Magazine

Fast Company and Inc. Magazine selected Kix By Katie as a finalist in their national search for The Great Idea. Kix By Katie is a "fashion fixer" designed to eliminate the fashion faux pas Katie has affectionately dubbed the Heel Wedgie--when your pants get bunched up between your foot and shoe. A common wardrobe malfunction that occurs when women wear long pants with open back heels. Kix By Katie works by simply applying the lightweight, supportive strip to the inside back hemline of your pants. Acting like a collar stay for men's shirts, this handy little device adds a little extra weight and rigidity to the pant leg to keep it hanging nicely. Mompreneur Katie Johnson, the inventor of Kix By Katie, is based in Seaside, Oregon.

Seaside, OR ([PRWEB](#)) June 6, 2008 -- "Every entrepreneur's dream starts with a great idea--an idea that seeks to overcome a challenge, solve a problem, or present an entirely new way of doing things." Kix by Katie, a new invention created by Seaside entrepreneur Katie Johnson, meets all that criteria and more. Still Mrs. Johnson never imagined when she submitted her entry to The Great Idea Contest sponsored by Inc. and Fast Company Magazine that her invention would be selected as a top 10 finalist in their nationwide search.

“ Necessity really is the mother of all invention ”

Inspired Innovations: The Great Idea Contest entries were scored in accordance with the following criteria:

- Originality 25%
- Marketability 25%
- Viability of Plan 25%
- Quality of Presentation 25%

"I am thrilled to be a finalist in The Great Idea Contest, and to be among such talented inventors," said Johnson. "Fast Company and Inc. Magazines have always been progressive and now they are providing inspiration to a new generation of entrepreneurs."

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According to PDX Shopgirl, Dani Juhala, a well-known Personal Shopper and Image Consultant regularly featured on AM Northwest "Kix By Katie are to open back shoes and long slacks, what Spanx is to form-fitting fabrics...just the perfect fashion fixer to give you a polished look and make you feel fabulous!"

"Necessity really is the mother of all invention," stated the mompreneur. "Being vertically challenged (and okay maybe a few pounds over my desired weight) -- I love to wear long pants with high heel shoes for a long slimming silhouette look -- ahh don't we all. But when I wore my favorite open-back heels with my long pants I experienced the dreaded Heel Wedgie! Don't you just hate that?"

Frustrated by this problem and a lack of a commercially available solution, Katie created a prototype by cutting a strip of plastic from discarded packaging and attached it with surgical tape to the inside of her pant leg and voila an idea took flight. In Katie's words "it wasn't pretty but it worked and I knew other women would want it too. As a mom of two wonderful boys, I understand that a woman's time is valuable. We don't

have time to fuss and fuss over all these little wardrobe malfunctions that stand in our way of getting the important things in our day done."

According to Cindy Aggson, Kix By Katie marketing maven, "Media attention and sales have been really heating up as the weather gets warmer and sexy sling backs and open back shoes are making their way out of the closet. These are the shoes we all love to wear--well at least until our slacks get caught in the back of our shoes and we end up having to shake it back out! If this has happened to you, you're not alone. Studies show that 93% of women have experienced a Heel Wedgie and many women frustrated by this problem now only wear open back heels with skirts and dresses -- some have even banned this type of shoe all together to avoid the frustrating problem. But now thanks to this revolutionary invention women can wear their sassy and stylish shoes with long slacks or jeans without this problem."

The ten finalists are posted at www.inc.com/greatidea and www.fastcompany.com/greatidea for voting by the general public. Finalist to receive the most votes will be declared the winner, go online and cast your vote for Kix By Katie today!

To learn more about Kix By Katie visit www.KixByKatie.com.

About Kix By Katie

Kix By Katie™, based in Seaside Oregon, is the creation of inventor and mompreneur Katie Johnson. This revolutionary new invention eliminates what Katie has affectionately dubbed the Heel Wedgie--this is when your pants get bunched up between your foot and shoe, a frequent wardrobe malfunction that occurs when women wear long pants with open back shoes. This handy little device, acting much like a collar stay for men's shirts, temporarily adheres at the inside back hemline of your pants, giving them just a little extra weight and rigidity to keep them hanging nicely.

About Katie Johnson

Working for her parents' family-owned construction business, Katie learned first hand that running a successful business is about more than delivering a quality product or service, it is about building lasting relationships, keeping family first, and giving back to your community. Katie clearly embraces the entrepreneurial spirit with which her parents raised her; launching Kix By Katie has given her an opportunity to put the life-long lessons she's learned into practice. Katie enjoys helping other women entrepreneurs in her position on the advisory board for Ladies Who Launch in Oregon and raising two sons with her husband on the beautiful Oregon Coast.