

OLYMPIC ATHLETE RUNNING FOR A BETTER WORLD

By Woodrow Wilcox

In 1972, Bruce Ijirigho ran the 400 meter race at the Munich Olympics representing his native country Nigeria. Now, Doctor Bruce Ijirigho is running a company and a foundation to help orphaned children in Africa.

Ijirigho earned a doctorate in Geoscience and Mineral Economics from the University of Arizona in Tucson in 1981. In 2002, he started the groundwork for a company that would help children in the U.S.A. and Africa.

“I want to help to build schools for poor and disadvantaged children where they can be groomed and educated to become leaders,” Ijirigho explained.

In 1997, Ijirigho organized a non-profit foundation and in 2005 he formed a for profit corporation to help fulfill his goals. The foundation and the company are based in Phoenix, Arizona.

With the assistance of engineers, Ijirigho created his own designs for athletic shoes. His company has two brands of athletic shoes: KIMA and 3in1 Trinity. His company is testing a new marketing strategy that helps churches, schools, and other charitable groups to use 3in1 Trinity athletic shoes to raise money.

Ijirigho explained that his goal is that twelve percent of gross sales for the athletic shoes be set aside for donation to foundations, churches, schools, and other charities. Up to 25% of the price of the shoes sold is donated back to the respective charities as part of the fundraising program.

Company literature about the program to help American charitable groups asks if any other athletic shoe company is helping the community and its charitable organizations.

To learn more about the company’s unique fundraising program, contact KIMA and 3IN1 Trinity at 877-566-1188 or 602-272-1188. Or, visit www.3in1trinity.com.

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