

CURREX Launches 'Keep Going' Campaign Celebrating Progress, Resilience, and Movement

New global campaign highlights real athletic journeys while reinforcing CURREX's role in comfort, stability, and reducing fatigue across every activity.

WADSWORTH, OH, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- CURREX®, the performance insole brand trusted by athletes around the world, today announced the launch of "[Keep Going](#)," a new global brand campaign built to champion the everyday athletes behind every mile, match, hike, ride, and workout.

At its core, Keep Going celebrates a simple truth: movement isn't perfect — it's personal. The campaign honors the early mornings, tough days, quiet wins, and steady progress that define the real athletic journey. Whether someone is training for their first 5K, returning from injury, refining their performance, or simply trying to stay active, CURREX is there to support every step.

Unlike traditional performance marketing that focuses only on outcomes, Keep Going shifts the spotlight to the process — resilience, progress, and possibility. The campaign positions CURREX as the support system that helps athletes stay comfortable, reduce fatigue, and perform at their best so they can continue doing what they love. [CURREX insoles](#) are engineered with dynamic support and offered in high, medium, and low arch profiles, allowing athletes to choose support based on how they move — not just the sport they play.

"We see athletes differently," said Kayla Boyet, VP of Marketing at CURREX. "The people we



The "Keep Going" campaign celebrates athletes across sports, highlighting the effort, resilience, and support behind every step.

design for aren't just chasing big wins — they're chasing progress. They're the ones who show up before work, start over after setbacks, or keep training when no one is watching. Keep Going is our way of celebrating that mindset and reinforcing that the right support can make all the difference in helping people stay active longer."

The campaign will roll out across digital, social, retail, influencer partnerships, community events, and sport-specific activations, uniting CURREX's presence across running, court sports, cleated sports, hiking, cycling, and more under one powerful brand platform.

Key elements of the Keep Going campaign include:

- Emotional brand storytelling highlighting real moments of effort, resilience, and progress
- Community-driven initiatives inviting athletes to share what keeps them going
- Retail and event activations that bring the message to life where athletes train and compete
- Athlete and influencer partnerships showcasing diverse journeys across sports
- Performance-backed messaging rooted in CURREX's core benefits of comfort, stability, and reduced fatigue

The launch builds on CURREX's reputation for combining sports science with activity-specific design, delivering insoles engineered to help athletes feel better, perform better, and stay active longer.

With Keep Going, CURREX isn't just introducing a campaign — it's establishing a long-term brand platform designed to grow with athletes at every stage of their journey.

Learn more at: www.currex.com

About CURREX®

CURREX® is a technology-driven insole company specializing in activity-specific support designed by leading German sports scientists. Engineered to improve comfort, stability, and performance, CURREX insoles help athletes reduce fatigue and stay active longer across sports including running, court sports, cleated sports, hiking, cycling, and everyday movement. CURREX is a brand of Foundation Wellness, a house of brands delivering trusted solutions for comfort, support, and pain relief.

Kayla Boyet
Foundation Wellness
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/901504622>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.