

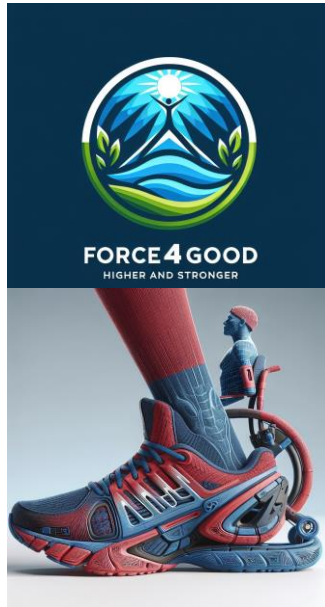
**FOR IMMEDIATE RELEASE**

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**Force4Good®**

**collaborates2empower**

**“I AM a F4GG”, let’s go!**

**#Invictus Games 2025**

**INVICTUS  
GAMES**

**TORONTO — October 2, 2024** — Force4Good® is proud to announce the launch of its groundbreaking AI-powered trainers, a Force 4 Greater Good®! F4GG® is designed specifically for special humans with special needs. Our innovative shoes represent a leap forward in wearable technology, providing both physical and emotional support tailored to a digital human’s personal needs, specifically integrating diversity, equity, inclusion and adaptability.

Designed in collaboration with athletes with special needs, and equipped with built-in scientific intelligence, our trainers proactively sense and monitor anxiety and stress levels, day and night. Navigating with discreet sensors, our shoes detect changes in the user’s physiological and emotional state. The pair automatically adjusts their fit and height to provide additional comfort, aligning weight and balance, preventing injury, and providing invisible support on demand in real time.

“Every human matters and our F4GG® is set to elevate the human experience, integrating the art and science of digital by design,” said Giselle Pretto, CEO, Force4Good®. “F4G® is set to launch our special trainers serving the greater good at the [Invictus Games](#).” Save the Date: Feb. 8, 2025 (Vancouver, Canada).

International superstar Nelly Furtado and special guests will headline the Invictus Games, Vancouver, Whistler, 2025 Opening Ceremony, wearing our gear, featuring terrain-responsive technology adjusting the sole’s cushioning and protection based on weather conditions and surface types. **F4GG®** will be on sale in Canada and the UK from Feb. 9, 2025, and can be reserved by downloading our [Force4Good® app](#).

**About Force4Good®**

Force 4 Good is a leader in innovative, technology-driven footwear and sporting gear designed to improve the lives of individuals and families with special needs. Our mission is to evolve with digital, comfort, functionality, and cutting-edge technology to create products that provide physical and emotional support to all wearers. Based in Toronto, Ont., Canada, F4G® continues to break the glass ceiling and push the boundaries of wearable technology to make the world more accessible and equitable for everyone!

Our mission and purpose is to elevate the human experience, integrating digital technology with a commitment to diversity, equity, inclusion (DEI), corporate social responsibility (CSR) and environmental, social and governance (ESG) principles. For more information, visit [Force4Good®](#) or contact our special needs brand ambassador Ryan Andrade at [ra@f4g.com](mailto:ra@f4g.com) or +1 800 007 2025.