

Informational Essay Outline

A (Introductory Paragraph = Introduction + Background)

The _____ sneaker company was **established in 1916**. It's headquarters is **located Lexington, Massachusetts**. This sneaker brand is one of my favorite companies and very appealing to me, because of its reasonable prices for their trendy sneakers (reason #1), appeal to Olympic athletes (reason #2) and impact on popular culture (reason #3).

B (1st Body Paragraph = First reason (Central idea) + supporting details)

To begin with, the initial name of the company was "Peds", which is derived from the Latin word "feet". However, the name was already trademarked. After Keds was founded in 1916, it was acquired by Stride Rite Corporation. The Keds company is an American brand, that is sold worldwide rubber sole. These shoes did not make as much noise as other footwear. Thus, they became known as sneakers.