

“Trendy wheeled sneakers that let children zip down sidewalks and across playgrounds also could send them rolling into emergency rooms on a stretcher, say doctors who blame a rash of injuries on the international craze. It’s called ‘heeling,’ named after Heelys, the most popular brand. They’re sold in 70 countries and are so hot that their Carrollton, Texas-based maker, Heelys Inc., recently landed atop BusinessWeek’s annual list of fastest-growing companies. But doctors from around the globe have reported treating broken wrists, arms and ankles, dislocated elbows and even cracked skulls in children injured while wearing roller shoes.”

Associated Press, Los Angeles Times 6/04/07

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