

Caleres Sponsorship Supports Saint Louis Art Museum's Annual Art In Bloom Festival

Release Date:

Friday, March 4, 2016 11:30 am CST

Terms:

Dateline City:

ST. LOUIS

ST. LOUIS, March 4, 2016—For the third year in a row, Caleres is providing a lead sponsorship gift of \$25,000 to support Art in Bloom, the Saint Louis Art Museum's celebration of fine art and fresh flowers. The festival begins Friday, March 11, and runs through Sunday, March 13.

"Creativity is one of our values at Caleres, and we love to support such a wonderful tradition showcasing the creativity of floral designers from the St. Louis region," said Diane Sullivan, CEO, president and chairman of Caleres said. "Our very own Lori McDermid, vice president of sales for our Naturalizer brand, will join the judges for the floral display contest and help name the Caleres Designer's Choice award to one of the artists."

Art in Bloom is open to the public every day of the festival at 10 a.m. Museum members can come early at 8 a.m. on Friday, March 11, and Saturday, March 12. Admission to Art in Bloom is free, however, tickets are required for select programs. A complete list of programs and ticket prices can be found at slam.org/artinbloom.

On Friday, March 11, and Saturday, March 12, the festival will remain open until 9 p.m. for Flowers After Hours, a free evening celebration featuring live jazz music in Sculpture Hall, as well as cocktails and light hors d'oeuvres available for purchase from a cash bar. Art in Bloom closes at 5 p.m. on Sunday, March 13.

About the St. Louis Art Museum

The Saint Louis Art Museum is one of the nation's leading comprehensive art museums with collections that include works of art of exceptional quality from virtually every culture and time period. Areas of notable depth include Oceanic art, pre-Columbian art, ancient Chinese bronzes and European and American art of the late 19th and 20th centuries, with particular strength in 20th-century German art. Admission to the Saint Louis Art Museum is free to all every day. For more information, call 314.721.0072 or visit slam.org.

About Caleres

Caleres is a diverse portfolio of global brands, which fit people's lives: Family, Healthy Living and Contemporary Fashion. Our products are available virtually everywhere - in the over 1,200 retail stores we operate, in hundreds of major department and specialty stores, on our branded ecommerce sites, and on many additional third-party retail websites. Famous Footwear and Famous.com serve as our Family brands. Our Contemporary Fashion brands include Sam Edelman, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's, LifeStride, Bzees and Rykä represent our Healthy Living brands. Combined, these brands help make Caleres a company with both a legacy and a mission. Our legacy is our more than 130-years of craftsmanship, our passion for fit and our business savvy, while our mission is to continue to inspire people to feel good...feet first. Visit caleres.com to learn more about us.

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Language:

English

Source URL: <https://investor.caleres.com/press-release/caleres-sponsorship-supports-saint-louis-history-museums-annual-art-bloom-festival>