

Famous Footwear Launches Rock Your School Contest

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One school will receive up to \$75,000 for transformation project; One individual will receive a cash prize of up to \$25,000

Famous Footwear, a division of Brown Shoe Company (NYSE:BWS) today kicked off Rock Your School, a national social media contest for students and parents to nominate their high school for the chance to win up to \$75,000 toward a dream transformation project. The individual submitting the winning entry will receive a cash prize worth up to \$25,000. Entrants can nominate their school via the Rock Your School mobile app or through Facebook.com/FamousFootwear from Aug. 5 through Sept. 8, during the height of the back-to-school season.

The Rock Your School contest invites students and parents to share their dream enhancements for their school, such as technology transformations, facility makeovers, sports program upgrades or a chance to amp up their music and art departments.

"Famous Footwear's Rock Your School contest encourages school spirit among the community and builds pride by uniting the student body, their parents and faculty to help support their school," said Will Smith, senior vice president of retail marketing for Famous Footwear. "Famous Footwear offers its consumers victories every day with great brands at affordable prices in stores that are easy to shop. Rock Your School gives students and parents the chance to score a big victory for their school by creating exciting entries and rallying votes."

For details on how to nominate a high school for the prize of up to \$75,000, participants can visit Facebook.com/FamousFootwear or download the Rock Your School mobile app. Entrants must share in 200 words or less how their school would use the funds to make it "rock" and upload a photo that goes with it. Entries will be judged on quality, creativity, impact on high school and originality. From there, the top 50 favorites will move on to the voting stage. Fans can vote once daily, starting Sept. 16, for their favorite entry. The grand prize winner will be awarded to the entrant that receives the highest number of votes for their school. For every vote cast in the overall contest, Famous Footwear will add \$1 to the prize, totaling up to \$75,000 for the school and up to \$25,000 for the individual cash prize.

Instant win prizes, including gift cards, tote bags, T-shirts and more, will be given away daily to voters. Fans will be able to vote for their favorite finalists from Sept. 16 to Oct. 6, 2012. The grand prize winner will be announced on or about Oct. 21, 2012. Entrants must be at least 13 years old. For more information, visit Famous Footwear's Facebook page at Facebook.com/FamousFootwear.

About Famous Footwear

Famous Footwear is a leading family branded footwear destination, with more than 1,100 stores nationwide and e-commerce site Famous.com. The chain offers consumers more than 100 nationally recognized brands through its retail stores and web site, including Converse, Nike, Skechers, Naturalizer, adidas, Steve Madden, New Balance, DC, Rocket Dog, Carlos by Carlos Santana, Reebok, Avia and Ryka. A proud national partner of the March of Dimes, the retailer sponsors March for Babies walk events nationwide. Famous Footwear is operated by the retail subsidiary of Brown Shoe Company.

About Brown Shoe Company

Brown Shoe Company is a \$2.6 billion, global, footwear company that puts consumers and their needs first, by targeting the strategic Family, Healthy Living and Contemporary Fashion platforms. Brown Shoe Company has more than 130 years of experience, passion and product innovation, and when it comes to Family, Famous Footwear is the leading, branded footwear retailer. We're an authority in casual and fitness footwear, and each year, more than 110 million consumers visit our stores and Famous.com for nationally recognized brands and the latest styles at a value. Visit brownshoe.com to learn more about us. Brown Shoe Company: feel good and live better... feet first!

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