

Naya Shoes Announces Buy It. Plant It. Campaign to Aid Re-Forestation in Colorado

Release Date:

Monday, April 15, 2013 8:00 am CDT

Terms:

Dateline City:

ST. LOUIS

Naya To Plant One Tree Per Sale of Select Spring Styles

Naya, one of Brown Shoe Company's (NYSE:BWS) Healthy Living brands, is celebrating Earth Day by launching the Buy It. Plant It. campaign to help re-forest affected areas in Colorado after last year's devastating wildfires. For every pair of the brand's Zenobia or Zephyr sandal styles sold, Naya will contribute one tree.

Naya is partnering with the non-profit organization, Plant-It 2020, to plant the trees at the end of the Buy It. Plant It. campaign. In the past three years, Naya has planted 15,000 indigenous trees in the United States through various initiatives with the Plant-It 2020 program. Plant-It 2020 selects trees with a high survival rate and then places them in non-harvest locations on public land which are protected by contract from being cut down.

"The Naya brand is committed to helping preserve our earth through our partnership with Plant-It 2020 for Earth Day," said Marci Ranger, vice president of marketing for Naya "This gives our customers a way to give back by replenishing trees in an area of great need while at the same time wearing a pair of beautiful, comfortable shoes."

Naya brings together relaxed, sophisticated design and exceptional comfort in shoes that leave a softer footprint on the Earth. The brand uses environmentally preferred materials, whenever possible, in designing every shoe. Such materials may include:

- Natural or recycled content fabrics
- Foot beds and outsoles containing natural cork or rice husk
- Water-based cements
- Boxes made with 80% recycled paper pulp, soy-based inks and water-based glue
- Reusable shoe bags and shoe forms made with recycled PET

The Naya Zenobia and Zephyr sandals are available for purchase online at Shoes.com. Visit NayaShoes.com to view the full line and find a complete list of retailers. Interact with Naya on Facebook (www.facebook.com/NayaShoes) and Twitter (@NayaShoes).

About Plant-It 2020

Plant-It 2020 is a 501 ©(3) nonprofit foundation that performs worldwide tree-planting at \$1 per tree, donates fuel-efficient cooking stoves to needy families, and provides forestry, soil, and biochar education. Our services not only help reforest the world's cities and forests - they provide direct humanitarian aid by reducing hunger, thirst, malnutrition, poverty and indoor pollution while increasing the sustainability of not only the world's forests but also its people.

About Brown Shoe Company, Inc.

Brown Shoe Company is a \$2.6 billion, global footwear company whose shoes are worn by people of all ages, from all walks of life. Our products are available virtually everywhere — in the nearly 1,300 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 branded ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments with our Family, Healthy Living and Contemporary Fashion brands. For active people who want comfort and performance, our Healthy Living brands — Naturalizer, Dr. Scholl's Shoes, LifeStride, Avia and Ryka — marry comfort with style, to enrich sports and leisure activities. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

Contacts:

Kimberly Amack, Nuñez PR Group
972.388.5525
Kimberly@NunezPRGroup.com

Language:

English

Ticker Slug:

Ticker: BWS
Exchange: NYSE

Source URL: <https://investor.caleres.com/press-release/naya-shoes-announces-buy-it-plant-it-campaign-aid-re-forestation-colorado>