

## Famous Footwear and Girls on the Run Partner to Inspire Joy, Health and Confidence in Girls Nationwide

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CHARLOTTE (August 18, 2014) – Sharing a commitment to inspire girls everywhere to achieve their limitless potential, Girls on the Run® and Famous Footwear today announced a national partnership.

“We look forward to helping girls across the country as they achieve their goals through the Girls on the Run program,” said Will Smith, chief marketing officer of Brown Shoe Company Retail. “At Famous Footwear, we know the right shoe is an important part of a healthy lifestyle, so having the opportunity to support Girls on the Run is a victory for all.”

In connection with its Victory is Yours campaign, Famous Footwear will partner with Girls on the Run to showcase moments of victory from participants, volunteers and parents. Throughout the year, these stories will be featured digitally and via social media channels to promote healthy choices. The partnership will also bring a variety of benefits to local Girls on the Run councils and participants nationwide including increased exposure for the program, encouraging new participant sign-ups, and discounts on footwear for upcoming races for existing members and coaches.

“Through this partnership, Famous Footwear underscores its commitment to inspiring girls to lead healthy, active lives . . . feet first,” said Elizabeth Kunz, chief executive officer of Girls on the Run International.

Famous Footwear, a division of Brown Shoe Company, has been in the business of selling shoes for more than 50 years. With nearly 1,100 stores in the U.S. and Canada, and a thriving online presence,

Famous Footwear believes in putting customers and their communities first. Through their Victory Is Yours campaign, Famous Footwear promises to deliver a winning experience with the hottest name brands, an easy shopping experience, and quality styles for the whole family.

Girls on the Run is a non-profit organization that teaches life skills through dynamic, interactive lessons that creatively integrate running. During the ten-week afterschool program, girls sharpen their independent thinking skills, celebrate their unique strengths and realize their power to make a difference in the world. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5k run—an experience that unleashes their confidence and establishes a lifetime appreciation of health and fitness.

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Girls on the Run is a transformational physical activity-based positive youth development program for girls in 3rd to 8th grade designed to develop and enhance girls' competencies to successfully navigate life experiences. At Girls on the Run, trained and supportive coaches and volunteers teach life skills through dynamic, conversation-based lessons and running games. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5k running event. The goals of the program are to develop and improve competence, unleash confidence through accomplishment, develop strength of character, respond to others and oneself with care and compassion, create positive connections with peers and adults, and make a meaningful contribution to community, all while establishing a lifetime appreciation of health and fitness. For more information about Girls on the Run® visit [www.girlsontherun.org](http://www.girlsontherun.org).

Brown Shoe Company is a \$2.5 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 more than 1,300 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 distinct company-owned e-commerce 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. Our primary Family brand, Famous Footwear, is a leading, national, branded footwear retailer. Each year, more than 110 million consumers visit our stores and Famous.com as a one-stop-shopping destination for high quality, affordable styles for a family's every occasion. We also operate, shoes.com, another popular online footwear destination for families. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

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