

## **Brown Shoe Company Celebrates 100 Years with Central Institute for the Deaf with Famous Footwear Gift Cards for Every Student**

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ST. LOUIS--(BUSINESS WIRE)--To celebrate and honor 100 years of service, Brown Shoe Company will donate a \$50 Famous Footwear gift card to each student at **Central Institute for the Deaf** (also known as CID). The donation will happen at the school's open house at 6 p.m. on September 4.

"Brown Shoe is making the best gift ever for our students," said Robin Feder, executive director of CID. "The shoes will definitely put smiles on their faces and also help ease some of their families' finances as the school year begins. We appreciate the company's 100 years of contributions to the St. Louis community."

"Central Institute for the Deaf is an inspiration to all of us," said Rick Ausick, division president, Famous Footwear. "We know every kid loves a new pair of shoes when they go back to school. We're making this donation of gift cards so they can pick out exactly what they want at Famous Footwear. It is our way to thank the school for all they have done for our community over the past one hundred years."

Both Brown Shoe Company and Central Institute for the Deaf celebrate a centennial milestone this year. In April, Brown Shoe Company celebrated its 100<sup>th</sup> anniversary of listing on the NYSE. CID opened to serve children in the community in September of 1914.

### **About the Central Institute for the Deaf**

The mission of CID is to teach children who are deaf and hard of hearing to listen, talk, read and succeed. We partner with families and collaborate with universities, educators and other professionals worldwide to help children communicate to achieve their full potential. CID is a member of the United Way and holds consecutive 4-star ratings from Charity Navigator, a leading charity evaluator.

### **About Brown Shoe Company**

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 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 distinct ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments. Our Family brands — Famous Footwear, Famous.com and shoes.com — are one-stop-shopping destinations for high quality, affordable styles for a family's every occasion. Active people who want comfort, style and performance, can look to our Healthy Living brands — Naturalizer, Dr. Scholl's Shoes, LifeStride and Ryka. Our Contemporary Fashion brands — Sam Edelman, Franco Sarto, Vince, Via Spiga, Fergie Footwear and Carlos Santana — keep fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

### **Language:**

English

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### **Ticker Slug:**

*Ticker:* BWS  
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