

## **Brown Shoe Company and Famous Footwear Join the 2012 Sea to Shining Sea Cross-Country Bicycle Ride as Sponsors**

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### *Riders Will Stop in St. Louis on July 4<sup>th</sup> at Fair St. Louis*

HOLBROOK, N.Y.--(BUSINESS WIRE)--**World T.E.A.M. Sports** CEO and President Paul Tyler announced today that global consumer footwear company Brown Shoe Company and their Famous Footwear retail stores have joined as sponsors of the second Sea to Shining Sea cross-country bicycle ride with wounded warriors from America's military.

Brown Shoe Company and Famous Footwear are providing valuable support for this year's ride, which leaves San Francisco on May 28 and arrives in Virginia Beach, Virginia on July 28. The ride includes 20 disabled veterans from all services, who will ride bicycles, hand cycles and recumbents on their nearly 4,000 mile cross-country journey through 14 states. Cities included in the 2012 ride include Reno, Salt Lake City, Denver, Colorado Springs, St. Louis, Cincinnati, Pittsburgh, Washington D.C., and Richmond.

"Support from an organization like Brown Shoe Company and Famous Footwear means so much to this group of riders who will dedicate two months of their lives to crossing the country they defended," said Tyler. "We welcome their support as sponsors of our Sea to Shining Sea ride."

Participants of the Sea to Shining Sea ride include veterans who live with disabilities ranging from loss of limbs to blindness to Post Traumatic Stress. Veterans in the ride served America in wars from Afghanistan and Iraq to Vietnam.

"Famous Footwear is humbled by the opportunity to help sponsor the 2012 Sea to Shining Sea ride honoring the courage of our military and the strength of the American spirit," said Rick Ausick, president of Famous Footwear. "We're especially grateful to celebrate the 4th of July with these heroes in our hometown at the 32nd annual Fair Saint Louis."

The 2012 Sea to Shining Sea ride is supported through sponsorships by State Farm, American Portfolios, MWV, Dominion, the Semper Fi Foundation, the USO, BNY - Mellon, General Electric, GM Fleet and Commercial, Brown Shoe Company and Famous Footwear, Energizer Holdings, Altria, EnerSys, Occidental Petroleum, Magaschoni Apparel, Penske Truck Rental, Vedder Price, the El Pomar Foundation and George Puskar.

For further information about the Sea to Shining Sea ride, visit the official ride website at <http://s2ssbikeride.org/>.

### **About Brown Shoe Company and Famous Footwear**

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. We have more than 130 years of experience, passion and product innovation and operate more than 1,300 Famous Footwear and Naturalizer retail stores across the United States, Canada and China. We also design, source and market many well-known wholesale shoe brands -- such as Naturalizer, Dr. Scholl's Shoes, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, Vera Wang, Avia and Ryka -- across multiple distribution channels. In addition to our retail and wholesale operations, we maintain a strong online presence with our ecommerce sites, Famous.com, Naturalizer.com and Shoes.com. Visit [brownshoe.com](http://brownshoe.com) to learn more about us. Brown Shoe Company: feel good and live better... feet first!

### **About World T.E.A.M. Sports**

World T.E.A.M. Sports is a 501(c)(3) not-for-profit organization chartered in North Carolina and headquartered in Holbrook, New York. For more than 20 years, World T.E.A.M. Sports has organized athletic events for disabled and able bodied citizens - mountain climbing, white water rafting, biking, and more. In all our events - whether mountain climbing, biking, white water rafting or many other sports - we include both disabled and able-bodied participants. Four things always happen at our events: 1) Disabled participants build self-confidence and physical fitness. 2) The disabled provide a role model for other disabled citizens, encouraging them to take up physical activities. 3) The disabled become a moving inspiration to other participants and to spectators when they see that disabled individuals can meet challenges beyond anyone's imagination. 4) The disabled and able-bodied participants learn to work as a team to overcome those challenges. We change lives through sports.

### **Language:**

English

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