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## **World Shoe Association to Sponsor Footwear News CEO Summit Poolside Spa Event Highlights WSA Activities in Miami**

**Newport Beach, CA – April 11, 2005** – The World Shoe Association announced today their participation as Sponsor of the Poolside Spa Event at the Footwear News 2005 CEO Summit scheduled for May 11 – 13, at The Four Seasons Hotel in Miami.

During this three day conference of meetings and social events attended by the manufacturer and retailer leaders in the footwear industry, the WSA will sponsor a little fun in the sun with an afternoon of poolside activities designed to help attendees unwind and escape to a world of good vibes and casual chic. The afternoon features restorative cocktails, a selection of spa services offered in the poolside cabanas at the Four Seasons in Miami, and a great opportunity for relaxed networking. This event will graciously be offered to all CEO Summit attendees, compliments of the WSA.

“The WSA has always provided sponsorship of this significant event, and this time we wanted to do something luxurious that everyone would enjoy,” said Diane Stone, COO of the WSA. “The WSA Shows, being the most important events for the footwear industry during the year, means we create a forum twice yearly where everyone is always working hard. We chose this sponsorship because we wanted to offer a rare opportunity to the leaders in the footwear industry to relax and enjoy. It is our pleasure to host the Spa Event at the CEO Summit for this very important audience,” Stone remarked.

Highlighted by record-breaking attendance at the February 2005 Show, the WSA looks to its next show August 4 – 7, 2005, when top designers, manufacturers and retailers in the footwear industry will once again converge in Las Vegas at the Sands Expo, Mandalay Bay Convention Center and nearly 300 suites at The Venetian Hotel for this unparalleled trade show.

### **About the World Shoe Association (WSA)**

The WSA is the largest association serving the footwear trade and hosts the WSA Shows, the premier marketplaces for the footwear industry in The Americas, twice a year. The WSA shows provide the forum for the entire footwear industry to connect manufacturers and buyers, showcase designer brand fashions, evaluate trends, and discover what is new in footwear styles, accessories, handbags, and foot care products. With more than 30,000 participants and 6,000+ key brands from all over the world covering 1.9 million square feet of space, the WSA Show is the *must-attend* for footwear and accessory professionals. For more information about the World Shoe Association or the WSA Show, visit [www.wsashow.com](http://www.wsashow.com).

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