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WSA DONATES Nearly \$70K to TWO TEN FOUNDATION
Unprecedented Event of Giving Culminates in Check Presentation at WSA Show

Las Vegas, NV - August 10, 2010. The WSA Show, an ENK International Trade Event, in support of its partnership with The TWO TEN Footwear Foundation (Two Ten), presented a check for \$69,502 to the footwear industry's "own" foundation at WSA's Opening Night After-Party in Las Vegas, Monday, August 9th.

In honor of TWO TEN's 70th birthday and in celebration of 62 years in business, WSA pledged a contribution of 62 dollars for every brand exhibiting at the August 2010 show to the Waltham, Massachusetts based organization that offers financial assistance, counseling and community based resources for individuals in need who work in the footwear industry.

"This is the first time that any organization in our industry has provided a donation in the name of each participating footwear brand just for exhibiting," said Elyse Kroll, chairman, ENK International. "We are especially pleased to honor Two Ten, an organization that is built upon a foundation of caring, serving the community through social services and educational programs to those in need."

The partnership forged by WSA was created to extend a helping hand to those in need within the industry at a most difficult time and was made possible by the participation of more than the 1100 brands at the August 2010 WSA Show.

"Two Ten Footwear Foundation has had a long and significant relationship with WSA," commented Peggy Kim Meill, president, Two Ten Footwear Foundation. "And we are so grateful for this most recent WSA gift in support of Two Ten's work in helping shoepeople during times of need. It acknowledges WSA's understanding that all within our industry must help "our" foundation – so it can continue to meet and respond to the high number of calls for Two Ten's programs and services."

Since their inception, Two Ten has been about making a difference in the lives of people in the footwear industry. Their mission of taking action and creating change for those in need has never been stronger.

The original WSA was formed in 1948 to sponsor buying markets and to work for the improvement of the shoe industry.

The check from WSA was presented by Elyse Kroll to Peggy Kim Meill at WSA's Opening Night After-Party held at The Venetian.

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About WSA and ENK International

ENK International LLC is the leading producer of fashion trade shows in New York City, Los Angeles and Las Vegas. ENK's portfolio of 29+ events include Coterie (women's contemporary and bridge clothing and accessories), ENKNewYork (men's classic to contemporary clothing, premium denim and advanced sportswear, footwear and apothecary), Circuit (women's fashion and fine jewelry, handbags, scarves, footwear and gift items), Intermezzo (women's contemporary and bridge clothing), Children's Club (children's clothing, accessories, footwear and gifts from layette to junior categories), WSA (women's, men's and children's footwear and accessories), Sole Commerce (upscale women's footwear), Brighte Los Angeles (contemporary and bridge women's ready-to-wear, footwear and accessories) and ENKVegas (men's and women's clothing, denim, footwear and accessories). ENK's shows attract 150,000 domestic and international buyers and press yearly resulting in sales of over \$1 billion. For more details, please visit www.enkshows.com and www.wsashow.com