

FOR IMMEDIATE RELEASE

Contact: Kevin Murphy

Store: (617) 557-3131

[kmurphy@allenedmonds.com](mailto:kmurphy@allenedmonds.com)

## **ALLEN EDMONDS ANNOUNCES PARTNERSHIP WITH THE MASSACHUSETTS LITERACY FOUNDATION**

Save on Allen Edmonds Shoes and Support a Great Cause

PORT WASHINGTON, WISCONSIN (AUGUST 6, 2009) – Allen Edmonds Shoe Corporation is pleased to announce a special one-day event at its two retail stores in Boston to benefit the Massachusetts Literacy Foundation as part of its “Leave an Impression Charity Event Program.” On Friday, September 11<sup>th</sup>, customers will receive 10% off their entire purchase of Allen Edmonds men’s shoes, belts, shoe care items and accessories. In return, Allen Edmonds will generously donate 10% of the event’s net proceeds to the charity to support their mission of providing literacy education programs and building partnerships to strengthen outreach and outcomes. Visit the Allen Edmonds retail stores located at 36 Newbury Street or 25 State Street in Boston to take advantage of this exclusive offer and benefit a great cause at the same time.

“Allen Edmonds is dedicated to partnering with local charities to better the communities in which we do business,” notes Allen Edmonds’ Retail Director, Steve Grimm. “The Massachusetts Literacy Foundation is a great example of a charity that provides the necessary resources for people of all ages and walks of life to be able to read.”

### **About the Massachusetts Literacy Foundation**

The Massachusetts Literacy Foundation was created in 2003 with a mission of recognizing leadership and innovation in the field of literacy, providing literacy education programs, supporting a literate workforce through adult education, supporting effective community literacy programs, building partnerships to strengthen outreach and outcomes, and raising awareness for literacy education. Visit [www.massliteracy.org](http://www.massliteracy.org) to learn more.

### **About Allen Edmonds Shoe Corporation**

Founded in 1922, Allen Edmonds Shoe Corporation is a privately held US-based manufacturer of premium men’s footwear and accessories. Taking shoemaking to the level of an art form, Allen Edmonds footwear is handcrafted in Port Washington, WI and Lewiston, ME using a 212-step production process. Allen Edmonds products are available at upscale stores worldwide, including 28 Allen Edmonds stores across the U.S., and online at [www.allenedmonds.com](http://www.allenedmonds.com).

###

**Allen Edmonds Shoe Corporation**

201 East Seven Hills Road • Port Washington, WI 53074

(262) 235-6000 [www.allenedmonds.com](http://www.allenedmonds.com)