



PRESS RELEASE
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IMMEDIATE RELEASE

21 November 2012

RANDOM ACTS OF LUV

LUV Footwear to Visit Children's Hospitals Across the US on Thanksgiving Day to help launch an inspirational campaign called "Random Acts of LUV"

San Francisco, CA – 21 November 2012 – LUV Footwear will visit 7 children's hospitals and children's group homes scattered across the US on Thanksgiving to inspire thankfulness and gratitude on the holiday. Representatives from LUV Footwear will bring gifts of LUV Dream Flats to Shriners Hospital For Children (Honolulu, Hawaii), Shelter Care For Kids (Minneapolis, Minnesota), Wallace Group Home For Girls (Nashville, Tennessee), Fresh Start Girls Group Home (Tampa, Florida), The Dale House Project (Colorado Springs, Colorado), Carpenters Group Home For Girls (San Francisco, California) and the Barbara Bush Children's Hospital (Portland, Maine).



This event is the first in a series of an inspirational LUV campaign titled, Random Acts of LUV. Deeply intertwined with LUV's mission, the Random Acts of LUV campaign is aimed to inspire and touch people's lives in various and unexpected ways. LUV Footwear chose to launch the Random Acts of LUV campaign on Thanksgiving because gratitude is one of the highest inspirations of all and

emphasizes the company's core belief that the greatest gift we can give is inspiration.

"Every day we find our lives filled with different blessings, and being grateful for them helps make life wonderful. We hope to share our own thanks and inspire gratitude this Thanksgiving." Michael Toschi, CEO & Founder of LUV Footwear.

About LUV Footwear

LUV Footwear is a company founded by Michael Toschi with a concept to revolutionize the ballerina flat with both artistic expression as well as anatomical performance. Equipped to deliver an infinite selection of stylish offerings and a comfort experience that is described as weightless support, LUV Footwear creates collectable, limited edition footwear with fun, cute and beautiful personalities.

LUV Footwear is a privately owned company with headquarters in California. LUV products are sold at reputable fashion and footwear retailers around the world as well as online at www.luvfootwear.com. For information about LUV Footwear or a retailer of LUV products, contact Brant Sichko, National Sales Manager, at brant@luvfootwear.com. For all media related inquiries, please contact Adrienne Harty at adrienne@luvfootwear.com or call +1 415 494 3588.