



PRESS RELEASE
COMMUNICATO STAMPA
COMMUNIQUE DE PRESSE
PRESSEINFORMATION

IMMEDIATE RELEASE

17 December 2012

LUV Footwear Gives Free Dream Flats to the Media

San Francisco, CA – 17 December 2012 – LUV Footwear is happy to announce its “LUV for the Media” holiday campaign. LUV is giving away free Dream Flats to any members of the media (editors, writers, bloggers, publishers, etc) that contact them this week.



LUV appreciates the generosity the media has provided to them this year and would like to show gratitude by giving gifts to members of the media and their families for the holidays.

“We have received so much support from the media that we want to return the favor. We hope this campaign will help us connect with those we might not have reached and, a few LUV Dream Flats will certainly add holiday cheer to the generous members of the media and their families.”
Michael Toschi, CEO and Founder of LUV Footwear.

If you are a member of the media, please email adrienne@luvfootwear.com by Friday, December 21 to coordinate your gift of LUV.

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 Horty at adrienne@luvfootwear.com or call +1 415 494 3588.