



**FOR IMMEDIATE RELEASE**

**ALEGRIA SHOES GOES PINK AND DONATES PERCENTAGE OF SALES TO RETHINK BREAST CANCER**

***Consumers Can Help Support Rethink with Purchase of Alegria Shoes during Breast Cancer Awareness Month***

**TORONTO – August 9, 2010** – Alegria Shoes, well-known for its whimsical patterns and colours as well as for its wellness features, today announced that it will be donating a percentage of its sales during Breast Cancer Awareness Month to Rethink Breast Cancer.

Available at retailers across Canada, consumers can support Rethink Breast Cancer in October and through Winter 2011, by purchasing the pink-themed, *Donna Heart* shoe (pictured) (MSRP: \$119.99) or any shoes in the Alegria Collection. Alegria's Fall 2010 collection includes five different styles including the Classic, Paloma, Seville, two styles of boots and the new Feliz ballet flat. All styles share Alegria's signature rocker bottom outsole and wide array of fun collectible colours and patterns.



**Alegria - Donna Heart**

"I am delighted to be supporting Rethink Breast Cancer's efforts to raise funds and awareness this October," said Allan Kates, President, Alegria Shoes. "Almost everyone we know has been touched by this disease, making it important to participate in any way we can. Rethink is a cause that we at Alegria strongly believe in, and, we encourage others to support them too."

**Wellness benefits**

Alegria's wellness benefits combine a "Perfect Fit System" with a rocker outsole, creating a fit that forms to the natural contours of the foot. The result is an anatomically correct fit reducing the stress and pressure on muscles and joints, while toning and helping to generate energy all day long.

All shoes in the Alegria Collection include the following:

- **Perfect Fit Footbed System:** a patented pending, anatomically correct interlocking footbed system and arch support that is loaded with latex, memory foam and cork to create a *perfect fit* by forming to the natural contours of the foot, giving each wearer their own customized fit (in medium and wide widths).

- **Rocker Outsole** is engineered to roll naturally; reducing heel and central metatarsal pressure as well as encourage proper posture and normal gait.
- **Removable Footbed Insole** is a heavily padded footbed that is removable, allowing for the insertion of custom orthotics.

### **Fall 2010 Alegria Collection**

The Fall 2010 Alegria Collection ventures into new fashion territory with metallic, animal prints, supple and tumbled leathers with rhinestone hardware. As well, the collection includes custom and exclusive prints like the new hand-painted, “Frida”.

The Fall 2010 Collection includes five different styles including:

- *The Classic Collection* is a clog shoe and is available in 18 new colours and custom collectible prints including Frida, black gerber, suede leopard, and chocolate tool, (MSRP: \$119.99).
- *The Paloma* is Alegria’s version of the mary-jane. It is available in 12 new colours and patterns including midnight garden, sangria patent, and smokey diamond, (MSRP: \$119.99).
- *The Seville* is a traditional clog-like classic featuring a swivel strap allowing it to be a clog or a sling-back. It is available in six rich colours and prints such as wine floral print and plum daisy, (MSRP: \$119.99).
- The new *Feliz Collection* is a ballet flat with a velcro strap on a lower profile bottom. It is available in 14 different prints including black patent and grey snake, (MSRP: \$119.99).
- Alegria’s Boot Collection includes:
  - *The Sedona Boot* with plush shearling lining is available in six different colours and prints including fuchsia paisley and black posy suede, (MSRP: \$189.99).
  - *The Asp Shearling Mini Boot* is built on our new lower profile outsole and has Alegria’s butterfly icon embroidered on the front. It is available in black, chestnut and chocolate nubuck, (MSRP: \$169.99).

### **About Alegria Shoes**

Launched in 2008 by Pepper Gate Footwear, a leading maker of therapeutic footwear, Alegria makes shoes that marry happiness with wellness. “Colour Therapy” is Alegria’s brand philosophy, using colours and affordable fashion-forward styling to enhance your mood, while its signature, “Rocker Outsole” delivers full-body benefits by minimizing stress on muscles, joints, and backs for all-day energy. The Alegria Collection is available at retailers across Canada. Visit [www.stephappy.com](http://www.stephappy.com) for details and locations.

### **About Rethink Breast Cancer**

Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, supportive care, public awareness and fundraising – Rethink Breast Cancer is thinking differently about how to beat breast cancer. To find out more about Rethink Breast Cancer, visit [www.rethinkbreastcancer.com](http://www.rethinkbreastcancer.com).

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