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Vince Canning 1<sup>st</sup> Annual Stiletto Race Raised Over \$5,000 for Achievement Centers

#### FOR IMMEDIATE RELEASE

DELRAY BEACH, FL (December 14, 2012) – Sprinters of all walks strapped on stilettos to compete for top ranking at the fabulous 1st Annual Vince Canning Shoes Stiletto Race on November 16th off Atlantic Avenue in Delray Beach. Hosted by Vince Canning Shoes, the event celebrated their 60th year of doing business on Atlantic Avenue. The event was not without a cause – the race raised over \$5,000 for the Achievement Centers for Children & Families, another long-standing facet in the Delray Beach community.

The festivities kicked off at 5 pm with performances by both Achievement Centers' Drumline and Elegant Emerald Dance Team, followed by entertainment from DJ Mike Perry. Anchor Suzanne Boyd of CBS12 News This Morning was there to command the courageous challengers as they got on their marks to strut, sprint, sashay, or run the 75-meter track.

The race heats culminated to the final competition where David took home the grand prize for Ultimate Stiletto Champion, along with a little bit of razzing from his college buddies. Awards were also given for Women's 75-Meter Dash, Relay, Best Shoe, Best Strut and Best Costume. Prizes ranged from gift certificates and cold hard cash to a two-night stay at the Hyatt Place in Pineapple Grove. No racer walked away empty handed, everyone received a swanky swag bag from Vince Canning Shoes. Racers and spectators alike returned to Vince Canning Shoes to celebrate at the award reception and talk about their preparation plans for next year's Stiletto Race.

LaRonda Denkler, Owner and Buyer of Vince Canning Shoes, stated, "After seeing our city win the honor of Rand McNally's 'Most Fun Small Town in America', I was inspired to bring a fresh and fun event downtown. It seemed like the perfect opportunity to celebrate Vince Canning's 60th year of business on Atlantic Avenue and support a community that has supported our business all these years. Partnering with the Achievement Centers for Children & Families felt like a natural fit and, thanks to our gracious sponsors and spirited community, this event was a huge success!"

"It's because of strong ties to the communities in which they do business that independent shoe retailers are an important mainstay in a local economy," Mark Denkler, chairman of the National Shoe Retailers Association and race entrant, added. "Vince Canning Shoes is an excellent example of retailers recognizing the importance of community." The National Shoe Retailers Association supports independent shoe retailers, who account for 20% of all U.S. shoe sales.

Vince Canning Shoes and Delray Beach's Downtown Development Authority join the new Hyatt Place, Orthaheel USA, Waste Management, Sofft Shoes, Mark Lemp

Footwear, SK Quality Roofing, Earthies Footwear, Van Eli footwear, Merrell, Allenby Dermatology, Gracey-Backer, Inc., Italian Shoemakers, Smith Graham Ellingsworth and Associates PA, Swift Dry Cleaning and Shoe Repair and Blue Bell Ice Cream in proudly supporting Delray's Achievement Centers for Children & Families.

**ABOUT VINCE CANNING SHOES:** Vince Canning Shoes is a 3rd generation family-owned and operated shoes store carrying a large assortment of fashion and comfort shoes for men and women. Vince Canning, Sr. opened the store on quaint Atlantic Avenue in Delray Beach, FL in 1952.

**ABOUT THE ACHIEVEMENT CENTERS:** The Achievement Centers for Children & Families is a local nonprofit organization that provides a safe nurturing environment for children facing the highest risk of poverty, abuse, abandonment or neglect. The Center's mission is to meet the academic, social, emotional and physical needs of low-income children while helping families break the cycle of poverty. Their award-winning services and nationally accredited programs serve 700 children and 350 adults. Services include quality toddler, preschool, afterschool, teen and family programs.

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Image 1: From left, Nettie Yasuda, Carol Cook, Kayla Heedy, Courtney Gilfilen, Carly Kraszewski and Christine Wilder vie for first place in the Women's 75-Meter Dash final.

Image 2: James Quillian took home the first place prize for Best Costume for showing up as 'Miss Osceola Park'.

Image 3: From Left, racers Rachel Zaremba, Courtney Gilfilen, Bambi Abbott and Stacey Ambrele pose for a photo in their stilettos and matching costumes before entering the relay race.

Image 4: Mark and LaRonda Denkler of Vince Canning Shoes presents the proceeds from the 1<sup>st</sup> Annual Vince Canning Shoes Stiletto Race to Achievement Centers for Children & Families preschoolers Janessa Deavers(top), Jadin Broadnax, Everette Wring, and Kaylia Charles.

Image 5: Rachael Kinsler took home the prize for Best Shoe for her creative (and edible) stilettos.