



FOR IMMEDIATE RELEASE

DECEMBER MARKS DENISE RICHARDS 2ND ANNUAL PARTNERSHIP WITH SHOEDAZZLE

100% of Profits To Benefit the Kidney Cancer Association

Los Angeles, CA (December 10, 2012) – ShoeDazzle is pleased to announce its second annual partnership with actress and mother Denise Richards as part of its “Celebrity Shoe Design Program for Charity.” This year, Richards had someone special in mind to involve in the project as a shoe designer, Taylor “Tay” Filorimo.



“Tay,” as her friends and family called her, was just 13 years old when she was diagnosed with a rare form of Type 2 Kidney Cancer. Despite her best efforts to fight the disease, she sadly passed in September. Filorimo became the youngest-known person in the world to fight this type of kidney cancer, the same strain Richards’s mother succumbed to in 2007.

While Richards designed her own shoe, “Denise,” she helped Filorimo with her creation, “Tay.” 100% of the profits from the sale of both shoes will benefit the Kidney Cancer Association (KCA) and become available for purchase exclusively on ShoeDazzle.com, starting December 17th.

“Denise” is a light pink open-toe, strappy platform heel with crystal embellishments. “Tay” is a taupe closed-toe pump with crystal embellishments, a hidden platform, and a special interior color, “Pray 4 Tay” green, a color Filorimo created. Both styles have the words “Live 4 Tay” stamped inside to commemorate Filorimo.



“I am honored to have had the chance to work so closely with Tay on this project for ShoeDazzle,” says Richards. “Tay was so excited to design a shoe and I am heartbroken she will not get to see the finished product. I am so thankful to ShoeDazzle for giving both of us the opportunity to raise money and awareness for the Kidney Cancer Association for the second year in a row.”

ShoeDazzle has previously partnered with the following celebrities for its “Celebrity Shoe Design Program for Charity:” LaLa Anthony, Carmen Electra, Perez Hilton, Carson Kressley, NeNe Leakes, Jenny McCarthy, singer Mel B and actresses Kristen Bell, Kristin Cavallari, Kristin Chenoweth, Jennie Garth and Vanessa Lachey. ShoeDazzle launched its first cause-marketing campaign in fall 2009.

About ShoeDazzle®

ShoeDazzle is the original and leading destination for personal styling online, treating women to their personalized showroom and offering them on trend monthly recommendations by celebrity stylists based on their fashion profile, building an intimate, personalized experience through

creative innovation and social engagement. Clients enjoy access to shoes, handbags, and jewelry—all at irresistible prices as low as \$29.95 each.

ShoeDazzle has been making women look and feel beautiful since 2009. The company was founded by Kim Kardashian (who serves as Chief Fashion Stylist), as well as Brian Lee, Robert Shapiro and MJ Eng. The company boasts award-winning client services, over 2 million Facebook fans and more than 13 million clients.

About the Kidney Cancer Association (KCA)

Founded in 1990, the Kidney Cancer Association (KCA) is a charitable organization made up of patients, family members, physicians, researchers, and other health professionals globally. It is the world’s first international charity dedicated specifically to the eradication of death and suffering from renal cancers. It is also by far the largest organization of its kind, with members in more than 100 countries. It funds, promotes, and collaborates with the National Cancer Institute (NCI), American Society for Clinical Oncology (ASCO), American Urological Association (AUA), and other institutions on research projects. It educates families and physicians, and serves as an advocate on behalf of patients at the state and federal levels in the United States and globally.

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