



**WHO:** San Antonio Shoemakers (SAS)  
**WHAT:** Excellence in Shoemaking Rewards Excellence in Education with High-Honor Recognition Ceremony  
**WHERE:** San Antonio Shoemakers Corporate Office – Gymnasium  
1717 SAS Drive  
San Antonio, TX 78224  
**WHEN:** Thursday, August 14, 2014 | 6:00 pm – 8:00 pm  
**MEDIA:** For more information contact [Christina.Gauna@sas-shoes.net](mailto:Christina.Gauna@sas-shoes.net) and 210-921-7331

## Local Manufacturer Rewards Excellence in Education with High-Honor Recognition Ceremony

### Members of San Antonio Shoemakers’ 2013-2014 A-Team to be Announced

SAN ANTONIO, TX – Thursday, August 14<sup>th</sup> at 6 p.m. marks the 26<sup>th</sup> annual A-Team celebration hosted by local retailer and manufacturer, San Antonio Shoemakers. In a ceremony dedicated to all children and grandchildren of current SAS employees who have maintained an “A” average for the previous school year, the recipients will receive a pin, certificate of excellence and a cash award.

“The A-Team ceremony is our way of encouraging students to strive for excellence, just as we do here with the quality of our handcrafted shoes. We give the students this incentive as a reward for their hard work during the school year and as a way to encourage them to broaden their horizons with a themed celebration, informing them of the many careers available,” says SAS CEO Nancy Richardson.

This year’s theme is centered around careers in the medical field with guest speaker Max Boyd, a registered nurse in the Neonatal Intensive Care Unit at University Hospital in San Antonio.

On Thursday, 121 children will be recognized, adding to the approximately 8000 who have been graced with the prestigious company-wide award over the years. The program is open to students in grades kindergarten through college.

The celebration begins at 6:00 pm at the main office gymnasium located on 1717 SAS Drive, San Antonio, Texas 78224.

#### About SAS:

In 1976, San Antonio Shoemakers (SAS) started a quiet revolution in footwear offering superb craftsmanship and extraordinary comfort. Co-founders Terry Armstrong and Lew Hayden countered a national trend of diminishing quality and cheap foreign manufacturing when they began making shoes that set a new standard in footwear. Today, the company still makes handcrafted shoes in Texas to exacting standards with the very best materials available, making its own shoe forms so that it can offer an unparalleled fit—88 sizes for women and 104 for men—and astonishing comfort. Carried in 200+ SAS stores and in retailers in the United States, Canada, Mexico, Australia, Korea, Kuwait, UAE, Saudi Arabia, Panama, Chile, Italy, Israel and England—the San Antonio Shoemakers brand is a humble American success story, and continues to be a family-owned enterprise driven by an obsession with fit and quality. Inspiring an ardent customer-base for decades, San Antonio Shoemakers continues to take extra steps, so customers can too.

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