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For Immediate Release

shuzsociety Celebrates 100th “fab friday” Designer Shoe Giveaway

(Dallas, Texas) – May 6th, 2010 - **shuzsociety**[™], an international online magazine for women who love designer shoes, will be awarding their **100th** pair of shoes to a lucky winner in the May 14th “**fab friday**” **giveaway!** “When we introduced the ‘fab friday’ Designer Shoe Giveaway promotion to footwear designers as a unique way to feature their brand and a style from their collection, we underestimated the impact it would have on shoe lovers from around the world” noted Joni Marshall Floyd, **shuzsociety** co-founder. “It’s incredibly rewarding to present footwear lovers from all walks of life with a free pair of designer shoes. The saying ‘one shoe can change your life’ speaks volumes for the many souls we’ve touched,” added **shuzsociety** co-founder Cindy Marshall.

This was life changing for one early winner, “I signed up on shuzsociety.com about three years ago to learn more about shoe designers and the latest styles,” said Rebecca Andrews from North Carolina. “I registered as a member on Monday and that Friday, I won the “fab friday” giveaway, **Pour la Victoire’s** Francoise ankle booties. I was ecstatic! This brand seemed like something perfect for the boutique I managed, SoHo Shoes in Raleigh. So, I convinced the owner to bring them into the store and three years later I’m doing what I love, selling shoes to retailers and as luck would have it, I finally got to thank the man who gave away those boots, the owner of Pour la Victoire Studio, Jay Adoni, who is now, also, my boss!”

The excitement of winning a fabulous pair of shoes is international. A winner from London, England wrote “Oh my gosh !!! I had to keep reading your email over & over because I have never won anything in my whole life and when I saw the “naked lunch” **Velvet Angels** shoes you had in the competition..my tongue literally fell out of my face... I had to have them !!!! Thank u so much for making a delicate little brit so happy today !!!!”

On Friday, May 14, 2010, **shuzsociety** will announce their 100th “fab friday” winner, bringing the total retail value of shoes and giveaways awarded to more than **\$42,000**. Los Angeles-based designer **Calleen Cordero** will handcraft an exquisite pair of “Orna” heels for the special recipient, a retail value of \$639. New York City jewelry designer, **Yosef H**, will gift the winner with a one-of-a-kind python bracelet that retails for \$168.

To be eligible to win the [“fab friday” giveaway](#), simply log-in or register on [shuzsociety.com](#) as a hooked member (it’s FREE) and rate the “fab friday” shoe. Once the star rating for the shoe is selected, the member is automatically entered for that specific giveaway. While on the site, shoe lovers can immerse themselves in “all things shoes” ... with features including designer spotlights, footwear trends, shoe horoscopes, hot deals, shoe- and foot-care tips, retail events, “things we love” and shopping for fabulous shoes, of course.

[About shuzsociety](#)

A unique online magazine, shopping source and social network for shoe lovers, **shuzsociety**[™] was created in 2007 as the online resource and community for the shoe-obsessed. Featuring exclusive contests, events and shopping directories, the online community fosters relationships with designers and other affiliates to offer its members and guests from around the world unparalleled access to the latest trends, designs and industry news and, of course, the ability to shop for fabulous shoes. A privately held company, **shuzsociety** has offices in Dallas, TX; Tulsa, OK; Austin, TX and New York, NY. For more information, please visit [www.shuzsociety.com](#).

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