

Press release
For immediate distribution
Arts & culture / Dance / Fundraising / Fashion

Dance and fashion working together to help sick children

**A performance of urban dance in aid of the *Just for kids* Foundation:
welcome to the ultramodern era!**

Montreal, April 10, 2007 – On Wednesday, April 18, Browns, the well-known Montreal shoe company, will present **Step in time**. This stunning dance performance will bring together talented dancers and an acclaimed choreographer to raise funds in aid of the *Just for kids* Foundation.

Sixteen dancers, directed by brilliant choreographer Geneviève Dorion-Coupal, will move to the beat of electro, house and techno rhythms as eight numbers are presented to 600 guests. The exciting, futuristic, light-filled space will be complemented by a bold scaffolding-style set. Sparkling metallic materials accented with pure brilliant yellow will bring to life this celebration of fine days, of youth and of...fashion trends. The dancers and their colleagues will be dressed in micro tunics created by designer Véronique Miljkovitch as they tread the gleaming stage wearing the season's most beautiful shoes, courtesy of Browns.

It has become a tradition for Browns to present, annually, an original dance performance. "The passion, creativity and energy of dance put to the benefit of sick children bring together our organization's fundamental values. The dance performance is the living expression of what makes us tick," explains Nathalie-Andrée Vallerand, marketing director for Browns Shoes Inc.

Tickets for the event cost \$75 and are available from *Just for kids* Foundation. Ms. Leemor Shtrom Sigal, member of the board of directors of the foundation and co-president of the show explains the event's importance in these terms: "With this act of benevolence from Browns, we will surely be able to attain our goal this year of purchasing the urgently needed state-of-the-art equipment for the Ear, Nose & Throat and Gastroenterology Departments at the Montreal Children's Hospital." During the evening, the Foundation will honour Mr. Morton Brownstein, Chairman of Browns, for his exemplary philanthropy.

Event: Fashion Dance Spectacle **Step in Time**
Place: Under the tent, Rockland Centre, 2305 Chemin Rockland, Town of Mount-Royal (3rd parking level)
Date and time: Wednesday, April 18, 2007 at 7 p.m.

Media representatives are invited to attend the show. To confirm your presence, please contact Julie Leblanc, jleblanc@girafe-communications, 514-783-1330.

About the *Just for kids* Foundation

The *Just for kids* Foundation is a charitable organization whose mandate is to raise funds for the purchase of medical equipment urgently needed by the Montreal Children's Hospital. This year, the Fondation's mission is to raise funds for the Ear, Nose & Throat and Gastroenterology Departments.

About Browns Shoes inc.

Founded in 1940, Browns Shoes inc. is a family business employing 600 persons across Canada. Headquartered in Montreal, the business has 35 points of sale under the B2 and Browns names. Browns carries high-end leather accessories, international-calibre designer collections and exclusive collections for women, men and children. Browns turns over 10 per cent of its annual before-tax profit to a variety of Canadian charities.

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Source: Browns Shoes inc.

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