



PRESS CONTACT
Toni Beckham | PR, et Cetera, Inc.
209.832.8020/408.499.3664
Toni@PRetCetera.com

HEELUSIONS CONTACT
Josh Farmer, COO
1.877.806.1556
Josh@Heelusions.com

FOR IMMEDIATE RELEASE

October 20, 2016

Business/Fashion & Style/Features

'HEELUSIONS™ Heels by Design' Partners with Susan G. Komen to Connect Women's Health with Fashion ***"A Mile in Her Heels" Breast Cancer Benefit Campaign***

NATIONWIDE: In recognition of Breast Cancer Awareness Month, Missouri-based shoe fashion accessory company, "[Heelusions](#)" *Heels by Design*, has added a limited edition pink ribbon design to its lineup of popular shoe heel accessories. The special Heelusions design is a statement of style and support for the breast cancer cause. Proceeds from sales of pink ribbon Heelusions will benefit Susan G. Komen of Greater Kansas City. The pink ribbon design, titled "A Mile in Her Heels," is currently printed on a black tone-on-tone pattern and a silver pattern. Additional prints on other fabrics are available now and more are coming soon.

This beautiful pink ribbon design, created by artist Lauren McFarland (Farley Creates), is a recognizable yet unique campaign image that inspires hope and survival.

Both stylish and eye-catching, Heelusions comfortably fit any size shoe with any type or height heel—from stilettos to low chunky heels—and are easily applied to shoes in mere seconds. Further, shoe budgets can be drastically reduced. Fewer pairs of shoes can become several different 'illusions.'

View [Heelusions' video](#) to experience the "*best thing since high heel shoes!*"



~ more ~

Heelusions' patented design ensures the stylish heel accessories are held securely in place with small non-detectable Velcro coins inside the heel of the shoe. Affordably priced, 'Heelusions' are available in 29 different patterns, nine pre-packaged collections or the newly-offered option to create your own collection. Additionally, any logo (company, sorority, team or event) may be printed on any background pattern. View all of the attractive pattern designs on the company's website (Heelusions.com). Shoe lovers won't be able to resist! Consider having Heelusions exclusively customized with a company or organization's logo.

ABOUT HEELUSIONS:

Heelusions was formed in Lee's Summit, Missouri in 2014, and launched July 2015 by founder and president, Joan Mauck. The idea came to her when getting into her car to go to work one day, she noticed the back of her favorite pair of black heels looked appalling from blemishes that had derived from regularly resting her heel on the floor mat. She was soon struck with a clever idea to cover the marring on the back of her shoes.

Heelusions are proudly made in America. www.Heelusions.com

#