



## Family Shoe Store

For More Information

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### THE BARN FAMILY SHOE STORE LAUNCHES NEW WEBSITE

**WEST NEWTON, MA, March 1, 2008** – The Barn Family Shoe Store has launched a new website, [www.thebarnfamilyshoestore.com](http://www.thebarnfamilyshoestore.com), in conjunction with its 60<sup>th</sup> Anniversary Celebration. The new site provides a comprehensive overview of the top quality brands carried by The Barn and The Kids Barn in women's shoes; men's shoes and boots; athletic footwear; activewear; and kid's shoes, apparel and sporting goods.

In addition, The Barn has introduced an email marketing program to announce specials in various departments, preview new brands or styles, and alert participants to upcoming events throughout 2008. People can sign up while in the store or online by visiting the website.

“For 60 years, The Barn Family Shoe Store has been a much loved family tradition. Our goal is not only to keep our current customers informed about our great selection of brands and styles, but also to encourage former customers to ‘rediscover’ the store and build new relationships with individuals and families who will make The Barn a new tradition in years to come,” said Karen Stives, president.

Known as Southern New England's leading destination for top quality footwear for the entire family, The Barn has received numerous accolades including *2008 Retailer of the Year Award* from the Boston Shoe Travelers Association and Boston Magazine's prestigious *Best of Boston – Best Children's Shoe Store* award. In addition, along with The Barn, The Kids Barn has been repeatedly awarded the TAB Newspaper's *#1 Readers Choice Award*.

For more information about the store, or to sign-up for the email program and/or refer a friend, visit [www.thebarnfamilyshoestore.com](http://www.thebarnfamilyshoestore.com).

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***About The Barn Family Shoe Store and The Kids Barn***

Family-owned and operated for 60 years, The Barn is located in West Newton, Massachusetts. The Barn Family Shoe Store and The Kids Barn have become Southern New England's favorite destination for top quality footwear for the entire family, delivering an unmatched combination of top quality brands with a vast array of styles, backed by excellent service and competitive pricing. Conveniently located near the Massachusetts Turnpike and I-95/Route 128, the store is open seven days a week. For more information, visit the website at [www.thebarnfamilyshoestore.com](http://www.thebarnfamilyshoestore.com) or call (617) 332-6300.

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