

NEWS from KPM ASSOCIATES

Kevin P. McAnarney

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CAPEZIO Celebrates 125 Years Of Excellence

The Dance/Entertainment Event of the New Year!

**Will Benefit: BROADWAY CARES/EQUITY FIGHTS AIDS,
AMERICAN TAP DANCE FOUNDATION, & NATIONAL DANCE INSTITUTE**

Monday, APRIL 23, 2012 at 7:00 pm at New York CITY CENTER

Capezio celebrates 125 years of excellence with this one-night only special show on Monday, April 23, 2012 at 7:00 pm at New York City Center, 131 West 55 Street (btwn. 6th and 7th Ave) NYC. A glorious production highlighting some of the magical history of Capezio with numerous dance legends and stars of stage and screen saluting this milestone. The show is conceived and directed by Ann Marie DeAngelo. Some of the proceeds from the event will benefit: **BROADWAY CARES/EQUITY FIGHTS AIDS, AMERICAN TAP DANCE FOUNDATION** and also the **NATIONAL DANCE INSTITUTE**.

Capezio has served the world and dance/entertainment community for 125 years. This SENSATIONAL! Historic! Event will present the best of the best in a cavalcade of American dance and entertainment - reflecting how Capezio has been an integral part of the history of dance / entertainment in America. The program of dance and song will present numerous genres, styles and mediums of performance! Tickets starting at \$45 will be available. For Tickets and Information: CAPEZIO at 125years@capezio.com.

CAPEZIO HISTORY – The Icon of Dance

Salvatore Capezio was born in Muro Lucano, Italy. In 1887, at the age of seventeen, he opened his shop near the old Metropolitan Opera House in New York City. The sign above his door read: “The Theatrical & Historical Shoemaker.”

He began his business by repairing theatrical shoes for the Met. On the day he created an emergency pair of shoes for Jean De Reszke, Salvatore quickly made the transition from cobbler to shoemaker. He discovered dance shoes, pointe shoes in particular, to be a challenging balance between delicate construction and complex engineering. In turn, his customers discovered that few were as determined as Capezio to take on that challenge.

Soon the shop became a meeting place for dancers who would stop by to discuss their needs and pick up a pair of his shoes. One dancer in particular, Angelina Passone, a graduate of La Scala, lingered over the discussion of her shoes and later became his wife.

As his popularity grew, dancers from around the world made it a point to visit. In fact, Anna Pavlova purchased Capezio® pointe shoes for herself and her entire company during her first tour of the U.S. Her generous praise of his work ensured Salvatore’s success.

Eventually, he entrusted his superior shoemaking techniques to his family. They joined him in the business and the exceptional reputation of Capezio® continued to spread. By the 1930s his products were dancing across Broadway in the Ziegfeld Follies and in dozens of other musicals. In 1941, Claire McCardell showed the Capezio® long-sole ballet shoe with her fashion collection.

The enthusiastic response provoked Lord & Taylor, Neiman Marcus and other major stores to purchase and promote the footwear. This trend became so strong that in 1949 Capezio® made the cover of Vogue. In 1952, Capezio® received the Coty Award, fashion’s highest accolade.

An eye for innovative products and the camaraderie he shared with dancers were the key to the success of Capezio®. In this spirit, The Capezio® Dance Award was established in 1952 to honor those who make a long-standing, significant contribution to dance. The Capezio® Foundation was established in 1953 to promote and recognize ongoing achievements in dance.

Plenty of the world’s greatest performers have recognized Capezio® as the only way to dance: Anna Pavlova, Fred Astaire, Gene Kelly, Sammy Davis Jr., Charles “Honi” Coles, Alicia Alonso, Bob Fosse, Mick Jagger, Liza Minelli, Gregory Hines, Tommy Tune, Ann Reinking, Debbie Allen, Ben Vereen, Charo, Rob Marshall, Fatima, Savion Glover, Madonna, Gwen Stefani, Justin Timberlake and Britney Spears.

Now third and fourth generation family members resolutely continue the legacy of craft, innovation and

commitment.

With prevalent industry use of computerization and robotics, Capezio® Special Make-up Department still hand crafts footwear for an eclectic mix of performers. Some noteworthy past and present casts include The Lion King, Memphis, Billy Elliot, Promises, Promises, The Addams Family, La Cage Aux Folles, Chicago, Mamma Mia, the Rockettes, Ringling Brothers, Barnum & Bailey Circus and Disney.

Capezio® products have been featured in television and films such as “So You Think You Can Dance,” “Dancing with the Stars,” MTV’s “Made,” “Burlesque,” “Black Swan,” and “Chicago,” to name a few. The dedication of Capezio® to providing dancers with technologically advanced, quality tools for their art continues to inspire innovations.

Capezio® proudly introduced revolutionary footwear to the industry with the Dansneaker®, footUndeez®, tap shoes with Tele Tone® taps and the Rayow system, the Pedini® styles, the acclaimed Fizzion™ and several favorites made with PowerPointe Construction®. Capezio® regards dance as an art form, a lifestyle and an attitude. Capezio® is more committed to dance now more than ever.

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