

*Aurora Shoe Company*<sup>TM</sup>  
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## **Aurora Shoe Company steps up production and reenters American market**

Aurora, NY May 12, 2009

In an economy where very few goods are locally made, and even fewer hand crafted, the Aurora Shoe Company is a welcome exception. Though the styles have been around for centuries, there is a new energy in Aurora. “We’re ready to bring our shoes back to the American market” says Dave Binns, who took over operations in January of this year. If local response is any predictor, the Aurora Shoe’s reintroduction to the American market could not come at a better time. The current financial climate has reminded us of the importance of supporting small, local business and investing in quality products. The fact that Aurora Shoes are stylish, eco-friendly and American made puts them steps ahead of the competition.

While many “American made” products are assembled in the US from foreign made parts, the Aurora Shoe is created with American raised leather and American made soles and thread. As Binns put it, “The only piece of these shoes that isn’t American is the buckle, and I’m working on that”. In addition to being American made, Aurora Shoes are also eco-friendly. Local parts require less fuel to transport and the leather is a byproduct

of beef production. In addition to having a low environmental impact, the Aurora Shoe will now be renewable as the company offers repair services for the shoes they produce.

The Aurora Shoe Company was founded in Aurora, NY by Mary Jane Dann in 1991 and spent its first several years producing and distributing shoes to various retailers in America and abroad. Over time production was adjusted to accommodate a single buyer in Japan where the shoes are incredibly popular. Though the management responsibilities have now shifted to the new co-owner and President, Dann has stayed on, allowing for continuity and stability. While Binns is open to change as the company grows, he is committed to maintaining the original styles and the level of quality that Aurora Shoe has become known for around the world.

Binns, a young professional from King Ferry, and a former Operations Manager at Georgia Pacific, Plattsburgh, saw the Aurora Shoe Company as an exciting opportunity to work for himself at a company he believes in. Binns bought his first pair of Aurora Shoes at the age of 13 and has owned a pair ever since. With the Aurora Shoe factory located less than a mile from his childhood home, it was also an opportunity to return home with his wife, Andrea, who is expecting their first child this summer. As he said, "I grew up knowing the Aurora Shoe Company and many of the people who worked there. I've always believed in the shoes they produce and now I can also say that I see a great potential in the product and the market".

Expect a renewed attention to quality as the business works to expand production to accommodate an online shop. The shop is scheduled to open in the summer of 2009, but can already be accessed at its web address: [www.aurorashoeco.com](http://www.aurorashoeco.com). Customers are welcome to visit the factory on weekdays from 12-4 p.m. where there is a limited supply of factory outlet priced shoes. They are also happy to take orders in person or over the phone and can be reached at (315)364-7892. Orders after August, 2009 can be made directly at [www.aurorashoeco.com](http://www.aurorashoeco.com).

The Aurora Shoe Company is located 3 miles south of Aurora, at 1690 State Route 90 in King Ferry, NY. A leader in high quality leather shoes, the Aurora Shoe Company is dedicated to producing simple, distinctive style, comfort and unparalleled quality.

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