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Famous Footwear Teams Up with Gateway Arch Park Foundation in Round Up Campaign for National Park Week and Earth Day

ST. LOUIS (April 18, 2022) – Famous Footwear, one of the Caleres (NYSE: CAL) brands, will invite customers to consider rounding up their purchase total to support the Gateway Arch Park Foundation during National Park Week and Earth Day, it was announced Friday by Mike Edwards, president of Famous Footwear.

Famous Footwear customers will have the chance to round up in any of the nearly 900 stores around the country and online at www.famous.com April 15–25. The campaign will be supported through a digital and social media campaign.

“We’re fortunate to have an urban national park in our headquarters hometown and we wanted to celebrate and support that during National Park Week and Earth Day,” said Edwards. “Gateway Arch Park Foundation does a fantastic job ensuring the Gateway Arch, its grounds, neighboring public space and attractions are a welcoming and well-supported resource for our community, visitors and our nation for generations to come. This program is a nice complement to our ongoing eco-conscious effort as we look to create a more environmentally-friendly future, from offering more sustainable products to our packaging and shipping efforts.”

“We’re grateful to Famous Footwear for this generous partnership that supports our mission to preserve our park and keep it vital,” said Ryan McClure, executive director of Gateway Arch Park Foundation. “And what better place to wear your new shoes than at a national park? We hope to see everyone on the park grounds exploring our 91 acres of urban oasis and celebrating the incredible benefits that national parks across the country offer their communities.”

Gateway Arch Park Foundation was founded in 2009 to support and coordinate the connection of the Arch grounds to the Old Courthouse and downtown St. Louis. Today the Foundation is the conservancy and official philanthropic partner of Gateway Arch National Park, providing park conservation, preservation, educational opportunities and community programs. Learn more at www.archpark.org.

About Gateway Arch Park Foundation

Gateway Arch Park Foundation is the official philanthropic partner and conservancy for Gateway Arch National Park. Its mission is to ensure the Gateway Arch, its grounds, neighboring public spaces, and attractions are a vital, welcoming, well-supported resource to the community and nation for generations to come. The Foundation is part of an alliance that helps

meet this mission, which includes the National Park Service, Bi-State Development, Great Rivers Greenway, Jefferson National Parks Association, and the City of St. Louis. For more information, visit ArchPark.org.