

# FOOTHUGGERS COMFORT SOCKS

WORLD'S BEST SOCKS FOR COLD FEET, DIABETES, RAYNAUDS,  
NEUROPATHY, AND ARTHRITIS

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## FootHuggers Newsletter

November 2009

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## Congratulations! This Month's Winner

**Cindy Carlson**  
Billings, MT

Cindy is this month's winner of a free pair of socks in our monthly drawing. Each month, we draw one name from our email list and that person receives a FREE pair of FootHuggers Comfort Socks of their choice.

Since you have joined our mailing list, you are automatically entered in this drawing every month!

*Winners are excluded from future drawings for 6 months.*

~ QUOTE OF  
THE MONTH ~

## UPCOMING SHOWS

### Holiday Food & Gift Festival

Downtown Convention Center  
Denver, CO

November 12-15, 2009

[www.hfgf.com](http://www.hfgf.com)

### Autumn Festival 2009

Canterbury Racetrack - In the Big Tent  
Shakopee, MN

November 12-15, 2009

[www.hpifestivals.com](http://www.hpifestivals.com)

### Equine Affaire - Mass.

Big E Fairgrounds - Mallory Building  
W. Springfield, MA

November 12-15, 2009

[www.equineaffaire.com](http://www.equineaffaire.com)

### Maryland Christmas Show

Frederick Fairgrounds - Main Building  
Frederick, MD

November 20-22, 2009

[www.marylandchristmasshow.com](http://www.marylandchristmasshow.com)

### Maryland Christmas Show

Frederick Fairgrounds - Main Building  
Frederick, MD

November 27-29, 2009

[www.marylandchristmasshow.com](http://www.marylandchristmasshow.com)

**NFR - Ariat Country Christmas  
Western Gift Expo**

Sands Expo Center - Row 600, Main Floor

Las Vegas, NV

December 3-13, 2009

[www.countrychristmas.com](http://www.countrychristmas.com)

During events that we do around the country, I hear from many customers who have discovered how FootHuggers have improved their lives by helping to keep their feet more comfortable. If you have a story that you would like to share, please [send us an email](#) telling us about your experience. I will be happy to include your comments in future newsletters.

This quotation is from 2004, but says a lot in a very short email. I thought with Winter fast approaching, it would be appropriate to re-visit this quotation.

*"Hi Sarah,*

*It was nice meeting you. FootHuggers are such wonderful and comfortable socks to wear in Winter. That's all I wore last Winter. I brought different kinds of socks on my trip to Nepal/India in January. It's very cold and damp there. FootHuggers really made a difference to keep my feet warm. They are also so easy to clean and dry. I ended up wearing only the FootHuggers for my month-long trip to Nepal/India. Thanks for making such a great product."*

*- Silvia in Plymouth*

## WRITE A REVIEW

When ordering online, you have the opportunity to write a product review of the product you have selected to order. I encourage you to take a moment and tell us what you think. Writing a review will help others better understand our products and the many applications that our products serve. Your help would be appreciated.

## \$\$ SHOW COUPON GOES GREEN \$\$

Believe it or not, every month's newsletter represents an opportunity to save money on any of our products at an upcoming show in your area.

Before, we required you to print the 1st page of this newsletter and bring it to any of our upcoming shows to receive **\$2.00 OFF** your purchase, in addition to any other show specials available.

Now, simply come to any show and tell us about the **\$2.00 COUPON** and you will receive the same \$2.00 savings! Save paper, save ink, save \$\$\$.

See you at a show near you!

# LOOK WHO'S WEARING FOOTHUGGERS

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*Audra Dobbs  
Miss Rodeo Colorado 2009*

On June 28, 2008, **Audra Dobbs**, of Glenwood Springs, Colorado was announced as **Miss Rodeo Colorado 2009** and was officially crowned in January of 2009 as the 54th Miss Rodeo Colorado at the Denver National Western Stock Show. After the coronation, Audra discovered FootHugger Bootsocks and appreciated their comfort. Audra will represent the Colorado State and the Professional Rodeo Cowboys Association (PRCA). Audra will spend a year traveling to various rodeos and western celebrations throughout the United States.

Audra discovered FootHuggers at the National Western Stock show in Denver last January. These Rodeo Queens travel a lot visiting many Rodeo and Equine Events around the country. Always dressed for the job, these ladies are wearing their western boots all day long. FootHugger Bootsocks make their feet feel like they are wearing bedroom slippers all day. It's no wonder that more and more of these gals are spreading the word on how great their feet will feel wearing FootHuggers.

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## EQUINE AFFAIRE - W. SPRINGFIELD, MA

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During the Big E in West Springfield, Mass., I have been told by many customers that I really should attend the Equine Affaire Show here in November. The show is for horse enthusiasts and is considered to be one of the best horse shows in the country. We do exhibit with Equine Affaire in Columbus, Ohio in April, but the Springfield Show has a long waiting list and is difficult to get in. Just last month, I contacted the show to inquire about availability, but, as expected, the show is sold-out.

But the story does not end here! Later in October, I was contacted by Equine Affaire and they offered us a location at the show. Wow! We have made it and are so excited to be included in this incredible event. **We will be located in the Mallory Building.**

If you live in the Springfield, Mass. area and love horses, take some time to visit and stop in to say hi.

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## WEBSITE FEEDBACK

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As you may know by now, we have two websites. [Foothuggers.com](http://Foothuggers.com) focuses on our line of FootHugger Socks. [Boothuggers.com](http://Boothuggers.com) covers our entire line of products. Both websites feed into one shopping cart to simplify ordering any of our products. My goal is to make all three as easy to use and understand as possible. Therefore, if you have any ideas on how to improve any of our websites or even the shopping cart system, please [drop us an email](#). Thank you for your feedback.

# SHOW SPECIALS ONLINE

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Many of you have discovered our business at various shows or fairs across America and Canada. At these events, we offer a "Show Special" to help you save money on the socks you enjoy. However, shopping online we have never been able to offer quantity savings - until now! Starting today, you will now be able to choose your level of savings every time you buy online. Here is our program:

- Bronze Level:** At the bronze level, once you achieve a \$50-\$99 purchase total of any combination of our products, you qualify for a 5% discount on your entire order.  
***Enter the coupon code "bronze" at check-out to receive this savings.***
- Silver Level:** At the silver level, once you achieve a \$100-\$149 purchase total of any combination of our products, you qualify for a 10% discount on your entire order.  
***Enter the coupon code "silver" at check-out to receive this savings.***
- Gold Level:** At the gold level, once you achieve a \$150-\$249 purchase total of any combination of our products, you qualify for a 15% discount on your entire order.  
***Enter the coupon code "gold" at check-out to receive this savings.***
- Platinum Level:** At the platinum level, once you achieve a minimum purchase total of \$250 of any combination of our products, you qualify for a 20% discount on your entire order.  
***Enter the coupon code "platinum" at check-out to receive this savings.***

**Note: All discounts apply exclusively to online orders. Phone orders do not qualify for discounts.**

## **Save on shipping charges too!**

All orders of \$100 or more ship for free anywhere in North America!

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**Thanks for all your support and interest!**

**Please forward this newsletter to a friend who might benefit from this information.**

**Have a great day!!**

**Everyday Gaiters Company**

P.O. Box 1061  
Minnetonka, MN 55345

Toll Free: 800-971-1294  
Office Line: 952-988-9160  
Fax Line: 952-935-1501

Email: [boothuggers@msn.com](mailto:boothuggers@msn.com)

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