

WEA Show Grows

Western and English Atlanta (WEA) opened the doors of the North Atlanta Trade Center for its fourth bi-annual trade show in Norcross, Ga. Feb. 23-25. WEA continues to gain momentum with each show, and is now the second-largest Western trade show in the industry, offering nearly 500 lines in its 50,000 square feet of exhibit space. Organizer Roger Tully hopes it will grow to eventually occupy the 120,000 feet of available space at the venue. The show attracted 235 buyers, including stores from the southeast U.S., as well as Connecticut, New York, New Jersey, Pennsylvania, Michigan and a foreign retailer from Singapore.

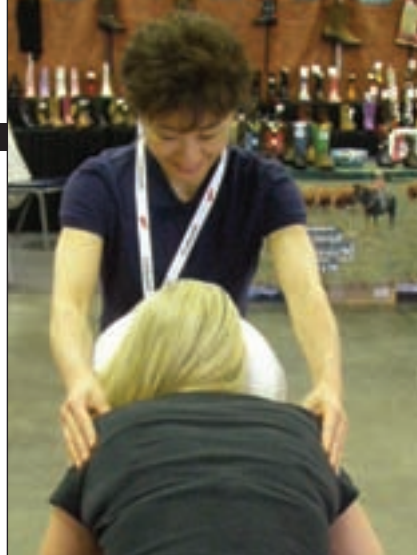
WEA provides several extras to show goers. Tickets to Wild Bill's were offered to anyone who wanted to kick back at the well-known country music bar and club for dancing and live

music. Masseur Yoon Pender was on hand at the show for those who needed a break in the day. Shine2Go's Mary Sawyer also shined shoes and boots at the market. Saturday ended with a complementary Mexican buffet for retailers and exhibitors sponsored by Sedona West Boots, M&F Western Products, Inc., Richmar Fashions and Smoky Mountain Boots. On Sunday, Beaver Brand Hats sponsored and presented a hat cleaning and shaping seminar.

The WEA show returns to Norcross Sept. 20-22, 2008, along with the second annual golf tournament on Thursday, Sept. 18.

For more information, visit www.westernandenglishatlanta.com

Among the extras offered at Western & English Atlanta were a massage therapist and a shoe and boot shining service.



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