

PRESS RELEASE:



McCabe Recognized as a Top Craftsman in SSIA's Silver Cup Contest

BEL AIR, MD – Billy McCabe of McCabe's Custom Leather & Shoe Repair in Altoona, PA has been honored by his peers and awarded a Gold Award in the Shoe Service Institute of America's 2015 Silver Cup Competition.

McCabe (a self-taught shoe repairer) was chosen for recognition by his peers on the basis of his workmanship. To enter the contest, McCabe submitted two pair of men's shoes. One shoe from each pair was repaired with a new sole and heel. The repaired shoes were then refinished to look like new.

"One of the principal benefits of shoe repair is that consumers can have their shoes repaired to look like new, but for a fraction of the cost of new shoes," says SSIA President Paul Angelos. "The purpose of the Silver Cup Contest is to recognize craftsmen such as Billy McCabe who maximize that benefit and set the standards for our industry."

Angelos continued to say that the benefits shoe repair offers go well beyond the cost savings. There is the environmental benefit of the millions of pairs of shoes that do not end up in landfills each year. There are the physical benefits that a well maintained, high quality pair of shoes brings. Finally, there are the medical benefits of shoe repair offered by shops that specialize in orthopedic work.

"All of these benefits start with superior craftsmanship," he says. "That is why craftsmen such as Billy McCabe are so important."

Judging for the contest took place in April near the Maryland offices of SSIA. Three master craftsmen with decades of shoe repair experience served as judges. The judges compared the repaired shoes to their unrepaired mates and evaluated the entries based on how well McCabe had restored them to their original, factory condition.

Awards were presented in July at the 111th Annual Shoe Service Convention in Jacksonville, Florida.

The Silver Cup Contest, an international competition dedicated to excellence in shoe repairing, is sponsored by the Shoe Service Institute of America. SSIA is a 111-year-old organization comprised of retailers, wholesalers and manufacturers of shoe repair and shoe and foot care products and services. For more information, visit www.ssia.info.

Note to editors: for photos of competition shoes (print quality images can be emailed), visit http://mccabesshoerepair.com/?page=silver_cup.

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